MODERNIZING

Improving Program Performance, Processes and Participation

Placer County Health and Human Services
September 5 & 6, 2012
Placer County

Population: 348,432 (40% increase since 2000 vs. 10% statewide average)

Education
- High School graduation: Placer = 92.5% v. CA = 80.5%
- Bachelor’s Degree: Placer = 33.5% v. CA = 29.7%
- Non-English in home: Placer = 13% v. CA = 42%

Economics
- Homeownership: Placer = 73.9% v. CA = 57.9%
- Median Income: Placer = $70,751 v. CA = $58,925
- Children in Poverty: Placer = 6.6% v. CA = 17% (Placer ranked 1)

Health Indicators (MATCH Report)
- Health Outcomes: Rank 3
- Health Factors: Rank 2
- Health Behaviors: Rank 3
- Clinical Care: Rank 4
- Social & Economic Factors: Rank 1
CalFresh Demand

Placer County HS Applications by Program

Applications Processed

Fiscal Year

Projected 2012-13

CalWORKs
CalFresh
Medi-Cal
General Relief
“Perfect Storm”

* Competition from Private Sector
* Increased demand with decreased resources
* Recession expanding need to those who never accessed public assistance
* Ranked 39th with only 42% eligible on CF
Service Improvements

* Same Day CalFresh application processing
  * Targeted outreach: seniors, employers and current Medi-Cal recipients
  * Partner with local organizations; county PCs for online access
* Face to Face Waiver at application and renewal
* CalFresh and Medi-Cal
  * 45% of CalFresh recipients also receive Medi-Cal
* Online applications – Benefits CalWIN
* Lobby Visitor Experience Management
  * Lobby greeter – lobby phones and PCs for call center and online apps
  * Kiosk – changed language used; benchmarked wait time to 20 minutes
* Service Center
  * Task based approach to ongoing benefits maintenance
  * Call Center – all programs; applications and current recipients
    * Queue number and ETA; call back option; Chat function in process
    * Real time tracking of service levels
Applications by Source

**Total Medi-Cal Applications Received to date Fiscal Year 2011-12**

- Benefits CalWIN: 23%
- Fax: 3%
- ICT: 7%
- Internet: 0%
- Mail-in: 18%
- Mail-in Healthy Family: 7%
- Outreach: 0%
- Outstation: 0%
- Telephone: 2%
- Walk-in: 0%

**Total CalFresh Applications Received to date Fiscal Year 2011-12**

- Benefits CalWIN: 25%
- Fax: 4%
- ICT: 0%
- Internet: 0%
- Mail-in: 2%
- Mail-in Healthy Family: 0%
- Outreach: 67%
- Outstation: 0%
- Telephone: 0%
- Walk-in: 0%
Phone Intake and Interviews

* **Call Center:**
  * 12% of callers; call averages 24 minutes -16 minutes longer
  * Offer caller choice:
    * Direct to BCW or will mail application
    * Will complete SAWS and schedule phone interview
  * Have recording of verbal consent

* **BCW**
  * Offer phone or face to face interview – 65% chose phone
  * Scan and email, fax or smartphone photo signature page

* **Walk Ins**
  * Choice of face to face or phone interview; lobby access to BCW
Phone Interview Process

- Receive notification via TMT of application and interview time
- Retrieve application
- Call client for interview process – schedule 30 minutes for appointment
- Enter information in CalWIN
- If client does not have all necessary documents to authorize benefits, client is mailed a checklist with a return date to provide within 10 days
  - Set CalWIN alert for follow up
- Print SOF and all necessary forms and mail, email, fax to client
- If no missing information:
  - Grant/Deny benefits
  - Make case comments
- If case granted:
  - Check MEDS
  - Change the TMT status to “completed”
  - Make case comments
- If no verifications received within the 10 days, then send out the denial notification
  - Make case comments
  - Mark task complete
- If the client requests EBT pick up, then issue EBT Card
Phone Renewal Interviews

Retaining CalFresh Recipients

* Designated staff to:
  * Mail out renewal packets including phone interview date and time letter
  * Schedule appointments on eligibility staff calendar
* 100% Renewals excluding General Relief are opting for phone renewal interview
Impact

* 2011-2012
  * Applications up 14%
  * Lobby visits down 22%
  * Timeliness up overall to 92%; for BCW at 94%
  * CalFresh eligibles up from 42% to 55%
Lobby Traffic

Placer County Human Services Center
FY 11-12

Service Center Opens 8-22-11
Challenges

* Same Day Processing Walk In Success; have done same day and next day BCW processing
* Learning from BCW success at using all communication means available with applicants
* Digital signature
* Medi-Cal simplification -57% BCW applications CF/MC
* Aligning CF and MC renewal dates