



CalOptima Health Non-Specialty Mental Health Services (NSMHS):  
Member and Provider  
Outreach and Education Plan

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# Member Outreach and Education Plan

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## Stakeholders & Tribal Partners Engagement Plan

1. CalOptima Health has established joint meetings of the CalOptima Health Board of Directors' Member Advisory Committee and Provider Advisory Committee. On August 8, 2024, the Behavioral Health Integration (BHI) department presented to the Member Advisory Committee and Provider Advisory Committee the DHCS requirements of an Outreach and Education Plan. BHI asked for feedback that may help members and providers become more aware of behavioral health services offered and ideas for increasing appropriate access to CalOptima Health's Medi-Cal Non-Specialty Mental Health Services (NSMHS) benefits. In addition, BHI has shared the Outreach and Education Plan requirements with internal CalOptima Health departments and created collaborative plans and efforts to further assist in closing gaps in utilization, cultural and linguistic appropriateness, and outreach and educational materials. The BHI department plans on presenting to the Member Advisory Committee and Provider Advisory Committee again in February 2025 and on an annual basis for feedback and suggestions.
2. CalOptima Health maintains partnerships with community-based organizations that represent diverse racial and ethnic communities. These collaborations create an opportunity for mental health topics to be discussed. Partnerships that CalOptima Health continues to work with are as follows:
  - a. CalOptima Health holds bi-monthly collaboration with Women, Infants, and Children Program (WIC) in which CalOptima Health records micro-trainings for WIC's staff that can help them better connect their members with Medi-Cal services and supports.
  - b. CalOptima Health's Equity and Community Health department facilitates the Population Health Management Committee and maintains a community focus perspective. The August 2024 Population Health Management Committee meeting focused on Health Equity for African Americans League.
  - c. Cancer Screenings and support programs have funded more than \$16 million to assist the community. Many agencies serve racially/ethnically diverse communities. Those with specific populations of focus include:
    - i. Latino Health Access serves the Hispanic/Latino population
    - ii. G.R.E.E.N. Foundation serves the Black/African American population
    - iii. Korean Community Services is leading a collaborative of community-based organizations and clinics that serve Cambodian, Vietnamese, Korean, Native Hawaiian/Pacific Islander and other Asian/Pacific Islander populations.
  - d. CalOptima Health's Community Relations department attends community collaboratives throughout the county to share information about CalOptima Health Medi-Cal programs, services, and initiatives. Community Relations department hosts "Cafecito" meetings which is a collaborative effort to strengthen CalOptima Health's

relationship with stakeholders serving the CalOptima Health Latino membership. BHI department is invited to these meetings and participated in April's meeting in which Behavioral Health services were shared.

- e. CalOptima Health sends bi-monthly Community Update emails sharing information with 3,100+ community stakeholders. BHI's services were highlighted in 2024.
  - f. Feedback from these partnerships and local stakeholders helped influence the outreach and education conducted for members. Limited knowledge in navigating behavioral health services has given CalOptima Health an opportunity to create materials and conduct presentations that can be shared across different internal departments and external partners. In 2025, BHI is looking to continue behavioral health discussions with stakeholders and update promotional items to fit the needs of CalOptima Health's behavioral health membership. One item includes the creation of behavioral health magnets that will inform members how to access behavioral health services – this will be provided to members in all of CalOptima Health's threshold languages. Other items are updating provider materials that address gaps in care as well as creating provider publication articles on how to help members navigate behavioral health services.
- 3. BHI collaborated with the County Mental Health Plan (MHP) in November 2024 regarding the Outreach and Education Plan and will be sending approved material to the county so that they may assist CalOptima Health in closing gaps in awareness and care for members. With the assistance of the county MHP, CalOptima Health is looking forward to implementing a new data sharing platform that will allow data to be shared for better continuity of care for members. BHI plans on maintaining its collaboration with the county MHP and continued scheduled meetings into 2025.
  - 4. CalOptima Health attended The Power of Partnerships Conference, a California School-based Health Conference held in April 2025 that aimed to connect community members with needed services. The Power of Partnerships Conference served as a platform for learning about various community organizations including Indigenous activism and the importance of preservation and revitalization of tribal traditions. In addition, CalOptima Health had the opportunity to begin conversations with Indigenous partners and collaborate on the native community disparities as it relates to behavioral health services. Based on discussions surrounding disparities experienced, CalOptima Health will first focus on proper identification of the native population through the Member Experience Surveys in 2026 for behavioral health services. Based on identification of native population, CalOptima Health plans to create culturally appropriate material in collaboration with indigenous partners and align with DHCS guidance. In 2025, CalOptima Health will focus on ways to improve data captured through the member experience surveys and will submit edited surveys for review and approval with DHCS.
  - 5. BHI plans to continue its yearly collaboration with internal departments as well as the member and provider advisory committee for improved Outreach and Education Plans. BHI plans to continue its communication and collaborative efforts with all stakeholders into 2025.

## Alignment with Population Needs Assessment (PNA)

### 1. Population Needs Assessment (PNA)

- a. CalOptima Health participates in the creation and disbursement of a Population Needs Assessment (PNA) annually. The PNA summarizes the results of an annual assessment on a variety of data including:
  - i. Internal CORE Reports and Tableau Dashboards that provide analysis on member data, utilization trends based on claims and encounters, and care coordination activities
  - ii. Consumer Assessment of Healthcare Providers and Systems Survey (CAHPS)
  - iii. Healthcare Effectiveness Data and Information Set (HEDIS)
  - iv. Managed Care Accountability Sets (MCAS)
  - v. Language assistance services utilization reports
- b. The intent of the PNA is to review the characteristics and needs of CalOptima Health's member population and relevant subpopulations to support data-driven planning and decision-making. The focus points are:
  - i. Overall member population, including social determinants of health (SDOH)
  - ii. Children and adolescent members ages 2-19 years old
  - iii. Members with disabilities
  - iv. Members with serious and persistent mental illness (SPMI)
  - v. Members clinical and utilization trends, including analysis by racial and ethnic groups
  - vi. Members with limited English proficiency
  - vii. Relevant focus populations (e.g., members with unhoused status)
- c. CalOptima Health collects and evaluates internal and external data sources to inform the PNA and support various member care functions. CalOptima Health uses data to plan and adjust activities based on member needs related to self-management health tools, community resources and partnerships to ensure planned activities are fulfilled. Data sources include:
  - i. Member data (e.g., eligibility, aid codes, line of business, demographic)
  - ii. Medical and behavioral claims (e.g., OCHCA mental health inpatient claims) and encounters (e.g., encounter data from contracted health networks)
  - iii. Pharmacy claims
  - iv. Laboratory results (e.g., Quest and LabCorp results)
  - v. Health appraisal results
  - vi. Health services programs within the organization
  - vii. Advanced data sources (e.g., Regional Center of Orange County, California Immunization Registry (CAIR), California Department of Public Health for Lead Screening in Children)
- d. Reports gathered show that among members with a behavioral health diagnosis, the most common diagnosis were depression (9%), substance use disorder (SUD) (7%),

attention-deficit/hyperactivity disorder (ADHD) (2%) and bipolar (2%). The rate of the top behavioral health diagnosis remained the same as the previous reporting year, except depression which increased by 1%.

- e. Most CalOptima Health members reported English (57%), Spanish (26%) or Vietnamese (9%) as a primary language based on data captured. There was a percentage decrease in members whose primary language is unknown from 12% to 3%. CalOptima Health continues to provide outreach and education material in the 7 threshold languages: English, Spanish, Vietnamese, Korean, Chinese, Farsi, and Arabic.
  - f. The PNA is used to inform and develop a Population Health Management Strategy and Workplan. In addition, due to findings from the PNA and in coordination with HEDIS measures related to behavioral health, CalOptima Health will continue to look for areas of opportunities that come from the PNA and plan activities accordingly.
    - i. CalOptima Health will continue the following activities in 2025:
      - 1. Monthly text messaging to members prescribed ADHD to follow up on health recommendations
      - 2. Monthly text messaging to members with schizophrenia or bipolar disorder taking antipsychotic medication to follow up on recommended screenings
      - 3. Addressing member preferences by supplying members with the option of virtual behavioral health appointments
      - 4. Ongoing collaboration with the county on continuity of care for members
      - 5. Sending member experience surveys via text message for easier completion and to capture member feedback
      - 6. All BHI material to be available in all of CalOptima Health's threshold languages
    - ii. CalOptima Health will begin the following activities in 2025:
      - 1. Move from monthly to weekly text messaging to members that visit an emergency department due to mental illness or substance use disorder. The outreach will encourage members to follow up with a provider for better coordinated care.
      - 2. Sending out quarterly member experience surveys instead of conducting one at the end of the year
      - 3. Explore alternative methods of communication and its success (i.e. emails, interactive voice response with follow up text messaging, etc.)
      - 4. Improve data sharing between the county and CalOptima health for better continuity of care
      - 5. Adding an additional language (Russian) to BHI materials by the end of 2025
2. CalOptima Behavioral Health Integration department has created the following educational material in the identified 7 threshold languages and plans to continue efforts into 2025:

- a. Behavioral Health flyers are shared at community events with members and community partners as well as with individual community stakeholders who serve our CalOptima Health members.
  - b. Behavioral Health Treatment flyers are shared at community events with members and community partners as well as with individual community stakeholders who serve our CalOptima Health members.
  - c. CalOptima Health Medi-Cal Overview presentations have been shared with members and community stakeholders who serve our CalOptima Health members. These presentations consist of:
    - i. Membership demographic and ethnic data
    - ii. CalOptima Health support services
    - iii. Cultural and linguistic support services
    - iv. Health management
    - v. Important health screenings
    - vi. CalOptima Health behavioral health services
    - vii. Important contact information for members and providers
3. CalOptima Health's population translation needs are met according to APL 21-004. CalOptima Health provides member material in the approved 7 threshold languages along with a Nondiscrimination Notice document that speaks on behalf of nondiscrimination of sex, race, color, religion, ancestry, national origin, ethnic group identification, age, mental disability, physical disability, medical condition, genetic information, marital status, gender, gender identity, or sexual orientation. The Nondiscrimination Notice also addresses how to file a grievance, office of civil rights, and language taglines that members can use to assist them in their preferred language or other communication needs.

## Alignment with Utilization Assessment

1. CalOptima Health conducts an annual Member Experience Survey for members to capture feedback on utilization of Applied Behavior Analysis (ABA) and Mental Health services. CalOptima Health will continue to capture this data into 2025. In addition, CalOptima Health will focus on updating the Member Experience Surveys in 2025 to include gender identity, sexual orientation, and proper Native American identification.
2. In 2024, CalOptima Health built a new assessment tool that can house membership data relating to NSMHS and utilization rates defined by race, ethnicity, language, age, and disability.
  - a. In 2025, CalOptima health will focus on proper data capture and improving the assessment tool created at the end of 2024 to capture member level details. Currently, this tool is limited to an overview perspective of utilization based on claims data received. The goal is to incorporate sexual orientation and gender identity when

provided by members. Doing so would involve pulling information from different applications into this assessment tool. An updated utilization assessment with stratified results is expected to be completed by the beginning of 2026.

3. CalOptima Health is also working on expanding the data captured for sexual orientation and gender identity (SOGI) by surveying all new members enrolled. As of September 2024, CalOptima Health has sent surveys to members to capture SOGI data to newly enrolled members that are 18 and older. As of November 2024, CalOptima Health implemented access to the SOGI survey via the member portal. Plans to expand captured SOGI data will be implemented in 2025 to all 18 and older members currently enrolled in the health plan.
4. CalOptima Health intends to utilize the new assessment tool in 2026 to strategize outreach efforts to member groups with low utilization of NSMHS in order to further educate and assist member access to the appropriate mental health services with CalOptima Health. CalOptima Health will publicly post a utilization assessment report in 2026 to align with DHCS requirement.

## Alignment with Nationally Culturally & Linguistically Appropriate Services Standards

1. CalOptima Health aligns with nationally culturally and linguistically appropriate services (CLAS) standards:
  - a. CalOptima Health offers language assistance to individuals who have limited English proficiency and/or other communication needs, at no cost to them, to facilitate timely access to all health care and services.
  - b. CalOptima Health informs all individuals of the availability of language assistance services clearly and in preferred language, verbally and in writing.
  - c. CalOptima Health ensures the competence of individuals providing language assistance, recognizing that the use of untrained individuals and/or minors as interpreters should be avoided.
  - d. CalOptima Health provides easy-to-understand print and multimedia materials and signage in the languages commonly used by the populations in the service area.
2. CalOptima Health ensures compliance with CLAS standards as defined under policy DD.2002.
3. CalOptima Health's Nondiscrimination Notice document is provided to all enrolled members and speaks on behalf of nondiscrimination of sex, race, color, religion, ancestry, national origin, ethnic group identification, age, mental disability, physical disability, medical condition, genetic information, marital status, gender, gender identity, or sexual orientation. The Nondiscrimination Notice also addresses how to file a grievance, office of civil rights, and



language taglines that members can use to assist them in their preferred language or other communication needs.

4. CalOptima Health adheres to a rigorous multi-step Member Material Approval (MMA) process that aligns with regulatory guidance and ensures that all member-facing material is adequately reviewed, and material reads at a 6<sup>th</sup> grade reading level.
5. CalOptima Health has developed a Cultural and Linguistic Services program that integrates culturally and linguistically appropriate services at all levels of the operation and intends to continue through 2025. Services that CalOptima Health offers include face-to-face interpreter services (including American Sign Language); 24-hour access to telephonic interpreter services; member information materials translated into CalOptima Health's 7 threshold languages and in alternate formats (such as braille, large-print or audio); and referrals to culturally and linguistically appropriate community services programs.

## Best practices in Stigma Reduction

1. CalOptima Health's Nondiscrimination Notice document is provided to all enrolled members and speaks on behalf of nondiscrimination of sex, race, color, religion, ancestry, national origin, ethnic group identification, age, mental disability, physical disability, medical condition, genetic information, marital status, gender, gender identity, or sexual orientation. The Nondiscrimination Notice also addresses how to file a grievance, office of civil rights, and language taglines that members can use to assist them in their preferred language or other communication needs. This effort helps in the reduction of stigma based on the needs of the diverse membership.
2. CalOptima Health adheres to a rigorous multi-step Member Material Approval (MMA) process that aligns with regulatory guidance and ensures that all member-facing material is adequately reviewed, and material reads at a 6<sup>th</sup> grade reading level.

Steps taken include:

- a. Testing Readability
- b. Health Education Team Review
  - i. Ensure appropriate language
  - ii. Meets DHCS requirements
  - iii. Regulatory team approval
- c. Communications Team Review
  - i. May revise content to align with CalOptima brand
- d. Final review and approval
- e. Cultural and Linguistics Team review
- f. Communications Graphic Team create content for appropriate cultural design
- g. Field Testing when necessary

3. CalOptima Health strives to reduce stigma around mental health within the organization and community. CalOptima Health will continue the following educational and collaborative efforts into 2025:
  - a. In 2024, CalOptima Health helped support the development of an Allcove center in San Juan Capistrano that serve the youth in their mental health and wellness needs. The overall goal is to reduce suicide and suicide ideation, homelessness, unemployment, and other mental health support.
  - b. CalOptima Health staff participate in an annual internal cultural competency training and multiple mental health presentation trainings. This effort not only educates staff about mental health stigmas, but it also teaches staff awareness and helps improve their communication with members. CalOptima Health will continue these efforts into 2025.
  - c. In 2025, CalOptima Health will work on improving health network communication and provider education materials that can lead to members getting connected to behavioral health services. Reducing stigmas around mental health can be done at a health network or provider level and CalOptima Health commits to reducing stigmas in the following ways:
    - i. Provider update articles on the importance of connecting members to behavioral health services
    - ii. Provider press newsletter articles that map out a member's journey for getting behavioral health services
    - iii. Provider presentations on CalOptima Health's behavioral health services
    - iv. Health Network Weekly Communication alerts about:
      1. Presentations on behavioral health topics
      2. Data sharing for the purpose of connecting members to behavioral health services and closing gaps in care
      3. Any behavioral health team updates
    - v. Quarterly meetings with individual health networks on behavioral health items
  - d. In 2025, CalOptima Health will continue to reduce stigmas surrounding mental health through various social media postings. In 2024, social media topics varied and highlighted the importance of mental health and receiving help:
    - i. Dyadic services, family counseling, and screening for ACEs
    - ii. Depression and possible treatments
    - iii. Mental health awareness day and maternal mental health
    - iv. Highlights of community programs and services that promote mental health
    - v. Mental Health Monday posts
    - vi. Telehealth services for members
    - vii. Minority mental health awareness month reducing stigmas of racial and ethnic minority populations
    - viii. Suicide prevention
    - ix. ADHD awareness and treatments available

- x. World mental health day
  - xi. Wellness Events
  - xii. National Stress awareness day and creating health habits
- e. CalOptima Health's 2024 Community events promoting wellness and reducing stigmas around mental health:
  - i. Suicide Awareness Event
  - ii. Mental Health Summit
  - iii. Recovery Art Event
  - iv. Walk for Independence
  - v. Out of the Darkness Walk
  - vi. The Continuum of Care Conference
  - vii. Love Shouldn't Hurt Conference/Teen Dating Violence Conference
  - viii. We Care Resource Fair
  - ix. UCI Mental Health Resource Fair
  - x. Wellness Fair
  - xi. Blossoming Together
  - xii. Together4Teens Conference
  - xiii. Annual Peace of Mind Conference
  - xiv. Abilities Awareness Event
  - xv. Mental Health Awareness Event
  - xvi. Pawsitive Minds Beach Day
  - xvii. Community Event
  - xviii. Mental Health Walk
  - xix. Mental Health Awareness Community Fair
- f. CalOptima has a partnership with the National Alliance on Mental Illness (NAMI), an organization that works to educate, support, advocate, listen and lead to improve the lives of people with mental illness and their loved ones.
- g. CalOptima Health has been accessing reliable websites such as National Alliance for Mental Illness (NAMI), National Institute of Mental Health (NIMH), Each Mind Matters (EMM), and OCHCA that provide information about stigma reduction and various mental health conditions and treatment for developing member facing outreach and education materials.
- h. Campaign ads with mental health mention in 2024 include:
  - i. Digital ads
    - 1. Social media (January – October 2024)
    - 2. Audio streaming (February – April 2024)
    - 3. Display banner (January – October 2024)
    - 4. YouTube (January – October 2024)
    - 5. Connected TV (February – April 2024 and August – October 2024)
    - 6. Programmatic video (January – October 2024)
  - ii. Out of Home ads
    - 1. John Wayne Airport (January 2024)

- iii. Print ads
  - 1. Orange County Business Journal (April and December 2024)
  - 2. Orange County Register
  - 3. Main Paper (March and June 2024)
  - 4. Community Papers
  - 5. Anaheim Bulletin (March, June, November and December 2024)
  - 6. The Wave (March, June, November and December 2024)
  - 7. Daily Pilot (March, June, November and December 2024)
  - 8. La Opinion (March, June, November and December 2024)
  - 9. El Aviso (November – December 2024)
  - 10. Nguoi Viet (March, June, November and December 2024)
  - 11. Vien Dong (March, June, November and December 2024)
  - 12. Viet Bao (March, June, November and December 2024)
- iv. Traditional/broadcast radio ads
  - 1. Radio Bolsa (April – June 2024)
  - 2. Saigon Radio (April – June 2024)
  - 3. VietLink Radio (April – June 2024)
- v. Traditional/broadcast tv ads
  - 1. Saigon TV (April – June 2024)
  - 2. Viet Vision TV (April – June 2024)
  - 3. VietFace TV (April – June 2024)

## Multiple points of contact for Member Access

- 1. CalOptima Health maintains multiple points of contact for members and plans to continue these efforts into 2025:
  - a. CalOptima Health’s Mental Health and Behavioral Health Services webpage:
    - i. Link to Behavioral health’s telehealth appointment line
    - ii. Mental health services offered through CalOptima Health
    - iii. Behavioral Health Treatment (BHT) for members
    - iv. Substance use services
    - v. Link to CalOptima Health Behavioral Health Line
    - vi. Link to suicide and crisis line
    - vii. Link to OC Warmline (OC residents)
    - viii. Other resources such as Outpatient treatment and links to self-care guides
  - b. CalOptima Health’s member portal links members to telehealth services where members can receive care over the phone
  - c. Member health events (diagnosis or change in condition) or behavioral health HEDIS reports that trigger outreach via text messaging/mailings

- d. In-person behavioral health participation at community events and handing behavioral health flyers
- e. CalOptima Health's Member Newsletter
- f. CalOptima Health Provider Newsletter
- g. Posting of mental health messages through CalOptima Health's social media with call to action and link to CalOptima Health's Behavioral Health Line
- h. CalOptima Health's various paid advertisements
- i. Member Annual Notices Newsletter with all important phone numbers including how to access behavioral health services and the Behavioral Health Line
- j. Behavioral Health Participation Events:
  - i. Suicide Awareness Event
  - ii. Mental Health Summit
  - iii. Recovery Art Event
  - iv. Walk for Independence
  - v. Out of the Darkness Walk
  - vi. The Continuum of Care Conference
  - vii. Love Shouldn't Hurt Conference/Teen Dating Violence Conference
  - viii. We Care Resource Fair
  - ix. UCI Mental Health Resource Fair
  - x. Wellness Fair
  - xi. Blossoming Together
  - xii. Together4Teens Conference
  - xiii. Annual Peace of Mind Conference
  - xiv. Abilities Awareness Event
  - xv. Mental Health Awareness Event
  - xvi. Pawsitive Minds Beach Day
  - xvii. Community Event
  - xviii. Mental Health Walk
  - xix. Mental Health Awareness Community Fair

# Provider Outreach and Education Plan

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## Conducting Annual Outreach and Education to Providers

1. CalOptima Health is dedicated to providing outreach and education of covered NSMHS for providers:
  - a. CalOptima Health makes Behavioral Health covered benefits a required training for all providers recently contracted as part of an initial training process.
  - b. CalOptima Health requires that all current contracted providers complete an annual Behavioral health training with attestation requirement after completion.
  - c. CalOptima Health has implemented the sharing of behavioral health member information via a provider portal. Additional listening sessions are being explored to ensure that provider offices can utilize the provider tool effectively and help in closing gaps in care.
  - d. CalOptima Health began adding covered NSMHS benefits information to provider communication in 2024 that includes:
    - i. Provider Update
    - ii. Provider Press Newsletter
    - iii. Health Network Weekly Communication
  - e. CalOptima health holds provider in-person Lunch and Learn sessions monthly. This provides an opportunity for CalOptima Health to share best practices and targeted information that can help providers, and their office staff stay up to date and grow their knowledge.
2. In addition to conducting widespread outreach throughout the County, CalOptima Health has partnered with County of Orange Health Care Agency (OCHCA) to provide Mental Health First Aid (MHFA) Training to our CCN providers and their staff. Providing this training has been ongoing since 2016 and CalOptima Health will continue to work with OCHCA to offer this training not just every May during Mental Health Awareness Month, but also on a continuous basis. MHFA courses can help people learn how to help someone experiencing a mental health crisis, including how to encourage them to seek professional help.
3. CalOptima Health's Behavioral Health team presented and received feedback at the Quality Improvement Health Equity Committee (QIHEC) meeting on February 11, 2025 regarding the Outreach and Education Plan. CalOptima Health plans to continue to participate annually and review the plan at the QIHEC to address behavioral health efforts, education and communication.

4. CalOptima Health will conduct annual evaluations on strategy and publicly post Outreach and Education Plan on Website.

## Attachments

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1. MAC and PAC Collaboration Attestation
2. Population Needs Assessment (PNA) 2024