



# Notice of Funding Opportunity: Community Enrollers for Medi-Cal

**Application Deadline — June 14, 2024 (5 p.m. PST)**

## Background

CalOptima Health’s mission is to serve member health with excellence and dignity, respecting the value and needs of each person. With a strategic goal of decreasing health inequities, CalOptima Health is engaging in programs and expanding partnerships to better serve members who are at greater risk for poor health outcomes.

On January 1, 2024, a new law in California went into effect that allows adults ages 26 through 49 to qualify for full-scope Medi-Cal, regardless of immigration status. CalOptima Health is launching outreach efforts to ensure potentially eligible individuals are aware of the opportunity to receive Medi-Cal coverage.

CalOptima Health is seeking to collaborate with one or more community-based organizations to support Medi-Cal enrollment, Medi-Cal renewals and CalFresh applications. Target populations for this outreach and engagement include newly eligible individuals, current members, and communities that CalOptima Health has not traditionally been successful in engaging.

Enrollment support is provided to individuals and families by trained enrollment entities. More information about becoming trained and the work conducted by these entities can be found here: *BenefitsCal: Community Based Organization (CBO) Accounts*: <https://bit.ly/3UGR6tQ>. Additional support is provided by the County of Orange Social Services Agency (SSA).

SSA is hosting virtual office hours on the first Wednesday of the month from 10 to 11 a.m. Topics for this session include the following changes to the Medi-Cal program, which went into effect on January 1, 2024:

- Adult Full Scope Medi-Cal Expansion (Ages 26 through 49)
- Asset Elimination for Medi-Cal Eligibility
- Managed Care Plans

There is a BenefitsCal presentation as well as a Q&A session. We look forward to your participation. If you have not registered for the ongoing virtual office hours, please use the following link: [Virtual Office Hours Registration](#).

## Community Investment Strategy

CalOptima Health is committed to the following:

- Developing equitable systems that distribute resources among a variety of community service providers across all three Service Planning Areas.
- Promoting and facilitating innovation in data collection and sharing, with emphasis on greater integration across systems.
- Increasing the number of outreach, engagement and service providers and the capacity of these providers to add to the overall continuum of care infrastructure throughout Orange County.
- Establishing and/or using best practices in providing care by meeting members “where they are” and increasing access to that care.
- Delivering culturally competent services to traditionally underrepresented populations (e.g., families, seniors, LGBTQIA+ and BIPOC).
- Investing in and implementing programs that add to the current available affordable housing pool.

## Funding Opportunities

CalOptima Health has committed \$2 million to this funding opportunity and will fund a minimum of four organizations to conduct this work. Grant requests must be for a twelve-month period and must be within the range of \$200,000 (minimum) to \$500,000 (maximum request). Proposal and objectives must be commensurate with the funding level requested.

This funding opportunity is designed to engage organizations with a history of conducting community enrollment support and engaging providers new to this space with experience engaging the undocumented adult population.

To facilitate the submission of competitive proposals, CalOptima Health will open a grant application portal for eligible applicant organizations from **May 6, 2024 at 9 a.m. until June 14, 2024 at 5 p.m. PST**. The link to that portal is: <https://webportalapp.com/sp/cohcommunityenrollers>.

## Requirements for Community Enrollers Grants

Providers applying for these funds are required to provide a program implementation plan that outlines how they will use grant funds to engage the target populations and meet the minimum service thresholds provided below.

- Applicants must have trained community enrollers on staff or include in their implementation plan the steps they will take to employ trained community enrollers.
- ~~Provide a minimum of four community events per month.~~ This requirement has been removed.
- Complete a minimum of 60 Medi-Cal applications per Community Enroller per month.
- Complete a minimum of 20 Medi-Cal renewals per Community Enroller per month.
- Complete a minimum of 10 CalFresh applications per Community Enroller per month.

CalOptima Health will support grantees by sharing information with Community Enrollers on Medi-Cal members who are due for renewal and at-risk of losing their coverage. Awarded applicants must be prepared to sign a Business Associate Agreement for HIPAA compliance.

Proposed budgets should adequately reflect scope and depth of program objectives/deliverables.

## Grant Budgets, Amounts, Duration and Allowable Expenses

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### Allowable Expenses

Examples of allowable expenses for grant funds include hiring and onboarding staff, technology purchases, the creation and distribution of educational outreach materials, and hosting community-based events.

### Unallowable Expenses

Grant funds cannot be used to pay for lobbying activities or staff time that is already funded through claims payments for the provision of other Medi-Cal services.

## Entities Eligible to Apply

This funding opportunity is designed to support applicants that meet the following criteria:

1. Applicants must employ or have a plan to employ trained community enrollers.
2. Applicants who are awarded funding must sign a Business Associate Agreement to be in HIPAA compliance to receive data from CalOptima Health.
3. Applicants that previously received funding from CalOptima Health must be/have been in good standing with the terms of that grant agreement to be eligible for new funding.
4. Organizations may only submit one proposal for this funding opportunity.

## Application Steps

Organizations interested in applying for Community Enroller grant funds can begin their applications at the following link: <https://webportalapp.com/sp/cohcommunityenrollers>.

## Application Timeline

Action	Date
Application Released/Portal Opens	May 6, 2024
Round 3 NOFO – Bidders Conference	May 23, 2024
Application Deadline	June 14, 2024
Internal Review	June-July 2024
Decisions Presented to CalOptima Health Board of Directors for Approval	August 1, 2024
Announcement of Approved Grants	August 2, 2024

### Questions?

Please forward any questions about the grant opportunity or application process to the CalAIM team at [CalAIM@caloptima.org](mailto:CalAIM@caloptima.org).