### Motion BOG 100.0421
To approve L.A. Care’s updated 2021 State and Federal Policy Agenda, as submitted.

**Member Impact:**
L.A. Care supports public policies that increase resources for the safety net, and/or leads to improved access and quality of health care services for its members.

### Motion BOG 101.0421
To amend subparagraph 3 of Motion BOG 100.0321 to correct the approved payment of the following compensation amount for Chief Executive Officer, John Baackes, as follows:

3. Provide a performance based incentive for the performance period of March 23, 2020 thru March 22, 2021 of 42.5% of base salary.

**Member Impact:** The appropriate level of compensation allows L.A. Care to retain skilled executives to properly administer the resources of L.A. Care for the benefit of members and their communities.

### Motion EXE 100.0421*
To approve revisions to Communications Policy COMM-006 (Sponsorships) as submitted.

**Member Impact:**
No anticipated member impact.

### Motion FIN A.0321
To authorize staff to amend the contract to add $440,000.00 in funds, bringing the total contract total not to exceed $1,415,000, with NetCentric Technologies, Inc. through December 31, 2021.

**Member Impact:**
L.A. Care members will benefit from this motion through having 508 accessible materials available to them through our website and by request for all product lines.

### Motion FIN 100.0421
To accept the Financial Report for February 2021, as submitted.

**Member Impact:** NONE

### Motion FIN 101.0421:
To amend a purchase order/contract with Cognizant TriZetto in the amount of $7,500,000, total contract not to exceed $96,234,459, for software maintenance, hosting, and other support services for L.A. Care’s core information systems.

**Member Impact:**
The ongoing utilization of the core Cognizant TriZetto software systems (QNXT and CCA) will help ensure that L.A. Care’s staff is enabled to provide our members with accurate and timely services.
Communications and Community Relations Update
April 2021

Auleria Eakins, Manager, Community Outreach and Education, Community Outreach and Engagement

- Update on CRC Opening – May 3
- Upcoming Food pantries
- Covid Vaccine Clinics (Next page)
- Upcoming Presentations to ECAC
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<tr>
<th>Event</th>
<th>Date</th>
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<td>Metro LA</td>
<td>Wednesday, April 7</td>
<td>Los Angeles City College</td>
<td>4100 Marathon St., Los Angeles, CA 90029 (Lot 1)</td>
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<td>Palmdale</td>
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<td>Los Angeles Christian Presbyterian Church</td>
<td>2241 N. Eastern Ave., Los Angeles, CA 90032</td>
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Population Needs Assessment

Naoko Yamashita, Interim Manager C&L
Lynne Kemp, Health Education Program Manager II

Executive Community Advisory Committee (ECAC)
April 14, 2021
Population Needs Assessment (PNA)

- **Purpose of the PNA**
  - Identify member health needs and health disparities
  - Identify gaps in health education, C&L, and QI programs
  - Address identified health needs, health disparities or gaps

- **Member Input**
  - We want to hear from you!
  - We will use what you tell us to help us better meet your needs.
Health Education and Cultural & Linguistics

Health Education
- Programs, services and resources to keep members healthy or manage health conditions.
- Individual telephone counseling
- Written materials
- Online tools and workshops
- Special programs (diabetes, asthma, pregnancy)

Do you have any suggestions to improve health education programs, services, or resources?
Cultural and Linguistic (C&L) Program
Supports culturally and linguistically appropriate health care and services through the language assistance services and cultural competency training.

FY19-20 C&L Program Evaluation Summary
L.A. Care Bilingual Staff
- 398 qualified bilingual staff in 11 languages.

Interpreting Services
- In-person: 5,590 requests in 30 languages. 85% of members were satisfied.
- Telephonic: 200,275 calls in 89 languages. 95% of members were satisfied.

Translation Services
- 2,706 documents processed.

Cultural Competency Training
- 3,475 L.A. Care staff and 1,367 providers completed cultural competency related trainings.

Do you have any suggestions to improve C&L program?
Questions
COVID-19 VACCINE OUTREACH EFFORTS
APRIL 1, 2021 BOARD OF GOVERNORS MEETING
GOALS

1. To build trust in the safety of the COVID-19 vaccine by dispelling common myths and sharing facts about the vaccine’s safety and availability so that community members decide to — and know how and when to — get vaccinated

2. To assist eligible members in accessing the vaccine when it becomes available to them

3. To be true to our mission as a public health plan, by supporting public health efforts to end the pandemic
Strategy

To position L.A. Care as a reliable source of truth about the COVID-19 vaccine by providing information while being respectful of the histories of the communities that we are serving, so that people can make an informed decision about getting vaccinated.

Messaging and tactics will roll out in phases in alignment with the state and county public health departments approved tiers and target populations that are identified by the COVID-19 vaccination program in Los Angeles County.
Vetted by Trusted Subject-Matter Experts
Audiences

- Members
- Providers
- Employees
- Public Health Officials
- Media
- Public at Large
Addressing Health Equity

- Advocating for the equitable distribution of COVID-19 vaccines
  - Multiple media publications
  - Support letter: Site-based vaccination strategy for people experiencing homelessness (2/18/2021)
- Postcard and mask sent to high-risk Asian and Pacific Islander community
- Tranquada XII initiative
  - $1.6 million for FQHC projects that increase the number of COVID-19 vaccine doses administered to low-income, racially and ethnically diverse populations disproportionately impacted by the pandemic
Sample Key Messages

• L.A. Care and public health agencies recommend that everyone who is eligible get the COVID-19 vaccine. It is the best way to protect yourself and your loved ones and for us all to get back to a more normal life.

• All three of the current FDA vaccines authorized for emergency use are highly effective in preventing hospitalization and death.

• The vaccines do not infect you with the COVID-19 virus.

• Side effects are generally mild and go away after a day or two, while the benefit of the vaccine remains.

• There is no cost to L.A. Care members to receive the vaccine.

• Vaccine supply at sites throughout L.A. County is increasing, but appointments at all locations will still be required. Local public health departments ask the public for patience and persistence when scheduling appointments. You can access vaccine appointment tools at lacare.org/vaccine.

• Even after you get the vaccine, good public health measures will still be required. Please continue to wear a mask, wash your hands, and watch your distance (Three Ws). You should also continue to follow local public health orders and avoid traveling or gathering with people outside of your household to the extent possible.
Sample Toolkit

- Key Messages
- Member FAQs + Call Campaigns/Updates
- Webpage
- Social Media + Employee Updates
- Member Survey Findings
- Q&A and Myth-Busting Videos
Employee Outreach

- Weekly COVID-19 Q&A with chief medical officer
- Dedicated intranet page
  - Answers to FAQs
  - Links to blogs from L.A. Care doctors and staff
  - Staff polling
  - Educational videos (coming soon)
- Regular updates at Town Hall meetings
- Regular updates in CEO emails
- Selfie campaign (coming soon)
Provider Outreach Examples

• Continuing Medical Education (CME) trainings
  • “COVID-19, Public Health and Practice Perspectives on Equity”
• Landing page on lacare.org to centralize COVID-19 vaccine-related provider resources
• Mass e-mail and mail reminders to providers to get vaccinated
Member & Community Outreach Examples

- Targeted identification model for high-risk groups
- Partnering with other organizations to help give our members access to the COVID-19 vaccine
  - MLK Hospital
  - Dignity Health
  - Hollywood Presbyterian
- Robocalls and staff outreach
  - Informing members as they become eligible
- Community health worker training
- Transportation to walk-up vaccination appointments
  - Two-day requirement waived
Community Resource Center (CRC) Vaccination Clinics

• 1,000 doses per clinic x 16 clinics
  • 16,000 total doses

• Johnson & Johnson vaccine

• Targeted member outreach by zip code
  • Staff calls to high-risk members
  • Targeted social media campaign on standby

• Walk-up, drive-thru, and drop off options offered

• Members will be able to use their transportation benefit to get to their vaccine appointment
Community Advisory Council (CAC) Member Engagement

• Sharing general COVID-19 and COVID-19 vaccine information with our CAC members at conferences and meetings

• Member comments have directly influenced our messaging and materials

• Provided all CAC members with vaccine information fliers to share with friends, family, and neighbors (Mar.)

• Recruiting vaccine “ambassadors” from CACs to feature in messaging

• Exploring Tele Town Hall partnership to help bridge the information technology gap

• Individual outreach to all CAC members to pre-screen them for vaccine eligibility and, if eligible, to provide them with a vaccine appointment at a CRC vaccine clinic

• CAC Member Survey
CAC Member Survey Key Findings

- Top concerns:
  - “I want to wait and see how the vaccine affects others first”
  - “The vaccine will hurt my arm”
  - “The speed at which the vaccine was created means it’s not clear or safe”
  - “The vaccine will cause COVID-19”

- Top information sources:
  - Doctors
  - Public health agencies
  - L.A. Care website
  - L.A. Care social media

- Least likely to agree with:
  - “I will take the vaccine if government agencies or government representatives recommend it”

- Most likely to agree with:
  - “I will take the vaccine if my health plan recommends it”
    - More than “if my doctor recommends it”

- Most preferred vaccination location is “my doctor’s office”
  - Second is “at an L.A. Care Community Resource Center”

- Almost 50% of all respondents plan to get vaccinated as soon as the vaccine is available to them.
- About 15% of respondents plan on waiting over a year before being vaccinated.
- About 15% of respondents plan on never getting the vaccine.
Trust Disparities

Black Survey Respondents

• Top concerns:
  • “I want to wait and see how the vaccine affects others first”- more than any other ethnic group included in the survey
  • “The speed at which the vaccine was created means it’s not safe or effective”
  • “The vaccine will be full of toxic heavy metals”- more than any other ethnic group included in the survey
  • “The vaccine will cause COVID-19”

• For information on the vaccine
  • More likely to rely on:
    • Their doctors
    • Friends and family
    • Public health agencies
  • Less likely to rely on general social media- less than any other ethnic group group
  • Generally, lower trust overall in prompted-on information sources

• Disagree with the following- lowest intent out of all ethnic groups included in survey
  • I will take the vaccine when it’s available
  • I will recommend to friends and family that they get the vaccine when it’s available
  • Taking the vaccine will benefit my health

• Most trusted SME: Their doctor and health plan- lowest trust out of all ethnic groups included in survey
• Prefer to be vaccinated at their doctor’s office- lowest willingness out of all ethnic groups to get vaccine at prompted-on locations
• Only 20% plan to be vaccinated immediately; 50% never- highest “never” out of all ethnic groups
Recommendations for Bridging the Trust Gap

- Acknowledge history of racially-motivated mistreatment and unethical health care research studies when discussing vaccine hesitancy
- Feature black health experts, community members, and influencers in vaccine-related content
  - Website
  - Videos
  - Social media
  - Fliers
- Explore partnership with grassroots organization(s) to host Tele Town Halls to help bridge the digital divide
- Partner with CAC members to serve as vaccine ambassadors in their communities
- Sponsorship and grant funding for FQHC vaccination events and education initiatives
Key Recommendations

• Address top concerns and to dispel vaccine myths through a variety of channels
• Promote vaccination for an extended period to ensure that those who are following the “wait and see” approach get vaccinated
• Promote the L.A. Care website and L.A. Care social media channels as key sources of truth
• Partner with community members (RCACs) who have been vaccinated to promote vaccination (flier distribution, selfie campaign)
  • Partner with Asian members so that they help promote vaccination to their friends and family
• Communicate with transparency by sharing vaccine side effects and ingredients
• Update FAQs according to questions submitted through member survey
QUESTIONS?