



L.A. Care
HEALTH PLAN®

For All of L.A.

ECAC Meeting Presentations

April 9, 2025



**ELEVATING
HEALTHCARE**
IN LOS ANGELES COUNTY
SINCE 1997

L.A. Care Access, Service, and System Optimization (LASSO) Project

Enterprise-wide Response to Member Committee Motions



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**ELEVATING
HEALTHCARE**
IN LOS ANGELES COUNTY
— SINCE 1997 —

Presented by Sameer Amin, MD, Chief Medical Officer

Contents

Elevating the Member Experience through Consumer Engagement, Network Alignment, and Operational Efficiency

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Background

Member feedback from the Regional Community Advisory Committees (RCACs) and the Executive Community Advisory Committee (ECAC) has highlighted key opportunities to positively impact the member experience.

- **Access to Care**

- Time and Distance to PCPs and Specialists
- Appointment availability for PCPs and Specialists
- Referral practices to out-of-network specialists
- Urgent care options
- Delays in accessing durable medical equipment (DME) and prescription medications
- Transportation and NEMT customer service and support

- **Member Experience**

- Wait times for call center representatives
- Representative knowledge to support first call resolution
- Need for clear guidance on, and navigation of, benefits and plan offerings
- Increased self-service capabilities

Addressing these barriers can reduce confusion, improve continuity of care, and help ensure members receive the right care at the right time—meeting their needs more effectively and efficiently.

The LASSO Project

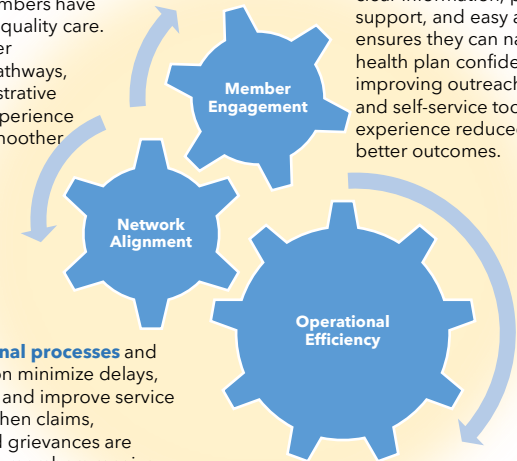
To address these challenges, the enterprise-wide L.A. Care Access, Service, and System Optimization (LASSO) Project is authorized to identify root causes and implement a multi-pronged strategy of Member, Network, and Operational solutions that drive member engagement and satisfaction, strengthen provider availability and network adequacy, and optimize processes and workflows for more empowering and seamless care delivery.

A well-structured provider network

ensures members have timely access to high-quality care. By optimizing provider availability, referral pathways, and reducing administrative barriers, members experience fewer delays and a smoother healthcare journey.

Empowering members with clear information, personalized support, and easy access to care ensures they can navigate their health plan confidently. By improving outreach, education, and self-service tools, members experience reduced friction and better outcomes.

Streamlined internal processes and system coordination minimize delays, reduce frustration, and improve service responsiveness. When claims, authorizations, and grievances are handled efficiently, members receive faster resolutions and a more seamless healthcare experience.



Project Objectives

5. Enhance self-service tools, service responsiveness, and system integration to streamline member interactions, provider processes, operational workflows, and ancillary services coordination to reduce administrative burdens and improve the overall efficiency of care delivery.
4. Improve provider network capacity, referral pathways, service accessibility, and provider engagement to enhance care continuity and coordination, efficient healthcare experience, in alignment with member needs and expectations.

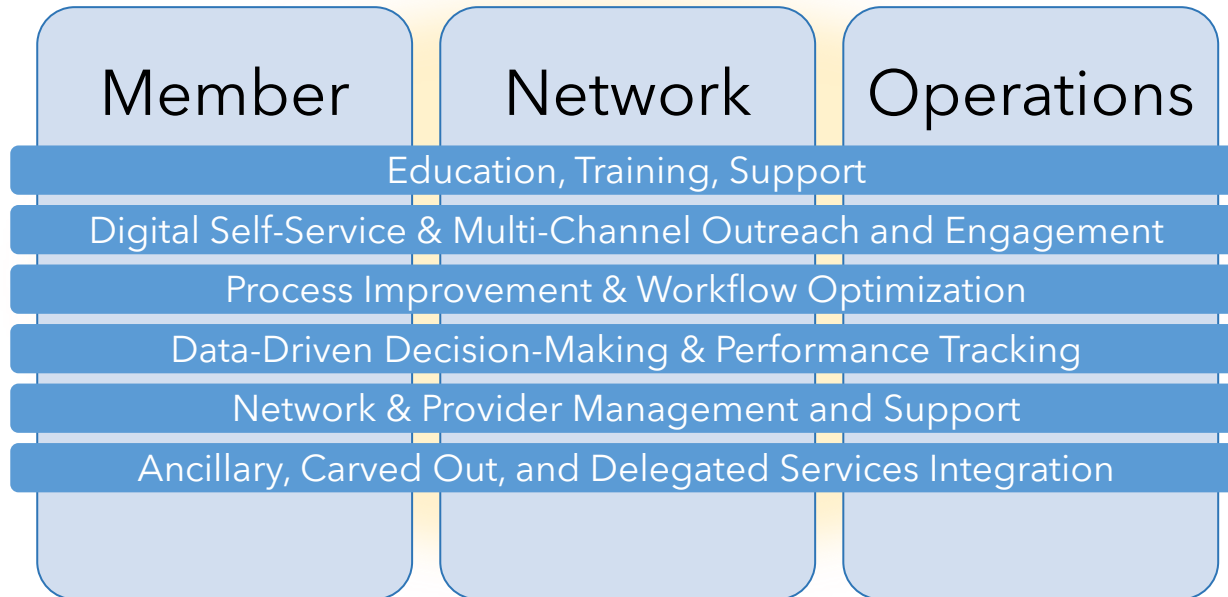


1. Launch targeted actions that directly respond to the Board motion and address known issues impacting member experience, access, and service operations. These early interventions will demonstrate visible progress while laying the groundwork for deeper solutions.
2. Conduct a comprehensive assessment to substantiate findings, observe root causes, and recommend and prioritize short-term and long-term solutions, and share report communicating plan of action.
3. Strengthen member knowledge of plan benefits, provider networks, referrals, and authorizations. Improve members' ability to navigate the healthcare system through targeted education, outreach, and engagement strategies that promote informed decision-making and timely access to care.

High-Level Scope of Work

These core activities span across Member Engagement, Network Alignment, and Operational Efficiency, ensuring a cohesive and scalable approach to improving member experience, provider collaboration, and internal operations.

Before developing a phased work plan for short-term, long-term, and future-state solutions, we must first conduct a root cause analysis to effectively address member concerns at the member, provider, and system levels. However, the following non-exhaustive set of solution types are in scope and will be considered for implementation, with final prioritization determined as part of the work plan development process.



Exclusions

- **Benefit Design & Coverage Changes**
No modifications to covered services, member eligibility, or plan benefits.
- **Changes to Existing Provider Contracts & Reimbursement Models**
No changes to current provider payment structures or contracting terms.
- **Regulatory & Policy Modifications**
No alterations to Medi-Cal, NCQA, or state regulatory requirements.
- **Large-Scale IT Infrastructure Overhauls**
No full system replacements; enhancements are limited to existing tools and integrations, except for considerations regarding digital consumer experience platforms.

Initial Work Plan

LASSO will be implemented through a phased, adaptive approach, ensuring that improvements are scalable, data-driven, and aligned with organizational priorities. Deliverables will be structured into short-term (end of Q2 2025), long-term (end of Q4 2025), and future-state (2026 & beyond) enhancements, allowing for continuous refinement and system evolution.

Key Milestones & Timeline

Milestone	Timeframe
Project charter finalized; governance structure scope established	March 2025
Immediate deliverables initiated	April 2025
Board Report: Findings and Proposed Action Plan Delivered	May 2025
Root cause analysis and solution development underway	May 2025
Short-term enhancements implemented	June 2025
Long-term initiatives launched	December 2025
Evaluation planned and initiated, and future-state solutions integrated in work plan	2026 & Beyond



Immediate Deliverables

Guided by member feedback, these early efforts aim to improve access, clarity, and support—while helping shape longer-term solutions.



The image shows a screenshot of a project charter for the LASSO (Local Area System of Support) project. The document is titled "PROJECT CHARTER" and "HEALTH PLAN". It includes sections for "Project Name", "Project Manager", "Project Sponsor", "Project Stakeholders", "Project Description", "Project Objectives", "Project Scope", "Project Risks", "Project Budget", "Project Timeline", and "Project Deliverables". The "Project Deliverables" section lists various items such as "Charter", "Report", "Action Plan", "Member Education", "Provider Education", "Listening Sessions", "Call Center First-Call Resolution", "Access Improvements", "Non-Emergency Medical Transportation", and "Collaborative Provider Network".

**Charter, Report,
and Action Plan**



**Member Education
on Benefits and
Access to Care**



**Provider Education
for Formulary
Alignment**



**Listening Sessions
at Member
Committees**



**Call Center First-
Call Resolution
Trainings**



**Access
Improvements for
Durable Medical
Equipment**



**Improvements for
Non-Emergency
Medical
Transportation**



**Collaborative
Provider Network
Engagement &
Enablement**

Member Listening Sessions at RCAC Meetings

What We're Doing:

We're embedding focused member listening sessions into upcoming Regional Community Advisory Committee (RCAC) meetings to hear directly from members in their own communities.

Purpose:

- Gather real-time feedback on access, service experience, and care coordination
- Ensure member voices shape both immediate improvements and long-term planning
- Build trust by creating space for dialogue and active listening

Why It Matters:

These sessions allow us to meet members where they are—creating a direct, trusted channel for listening, learning, and acting on what matters most to them.

Status:

- ✓ Planning underway for launch at May RCAC meetings
- ✓ Facilitators and prompts in development
- ✓ Feedback loop in design to ensure member inputs lead to action



Closing Message: Your Voice Matters

As we continue improving care and service, we want to leave you with a few important reminders:



You don't have to navigate care alone.

If you're confused, have a question, or need help—please call our Customer Solutions Center. We're here to support you.



Your voice drives change.

Share your experiences and bring real examples to RCAC. Your feedback helps us understand what's working—and what needs to be fixed.



Stay connected and engaged.

Attend your RCAC meetings, support your fellow members, and stay involved. Together, we're stronger.



Be a messenger for your community.

Help us spread the word about benefits, services, and member rights through CRCs, RCACs, and trusted community partners.

Thank you for your partnership. We're listening, learning, and working with you—every step of the way.



Questions?



Touching Members lives with Compassionate, Innovative,
and Unmatched Reliability in Healthcare Transportation



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Presented by: **CALLTHECAR**

April 9, 2025

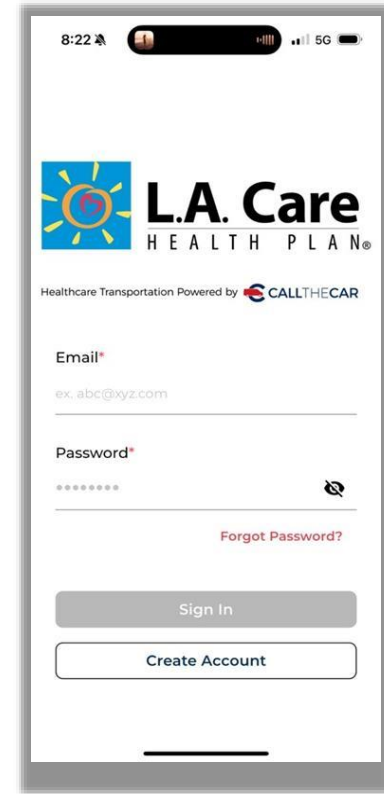
OVERVIEW

- New version of the **CTC GO App**
- **AVA** (Automated Virtual Assistant)
- A dedicated team for **L.A. Care RCAC, ECAC and BOG Meetings**
- Revamping **Call the Car's training department**
- New L.A. Care Transportation Experience Manager



NEW VERSION OF THE CTC GO APP

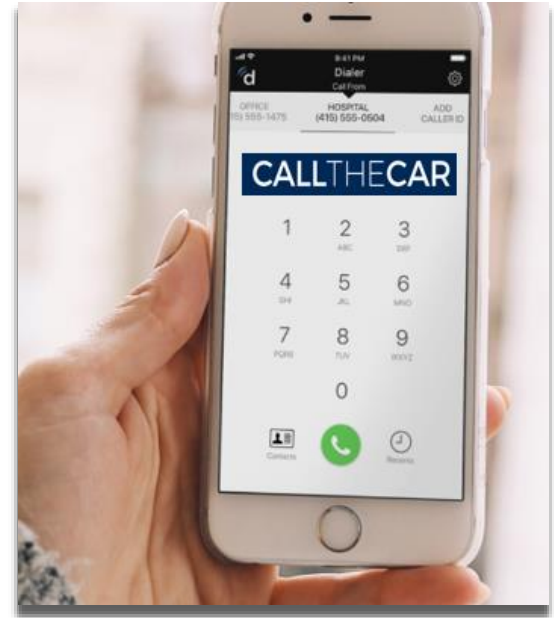
- **User-friendly Interface** –streamlined design that makes navigation simple and fast for our members.
- **Same-Day and Future Reservations** – Members can book same day and future trips with ease and flexibility, all in just a few taps.
- **Real-Time Trip Status** – Members can see live updates on their trip's progress. Members can also view their upcoming appointments.
- **Will Call Activation** – Members can skip the wait and activate Will Call directly from the app—no need to talk to a representative.
- **Reservation Cancellations** – members can cancel their reservations effortlessly.
- **Available on Both Apple & Android** – Members can easily download the app on their devices, whether they're using iOS or Android.



CALLTHECAR

AUTOMATED VIRTUAL ASSISTANT (AVA)

With Call the Car's Automated Virtual Assistant (AVA), members can skip the wait and quickly access the services they need without having to speak with a live representative. AVA allows members to create reservations, activate their Will Calls, and get real-time status updates on their transportation—all through a seamless, automated process.



A dedicated team for L.A. Care RCAC, ECAC and BOG Meetings

At Call the Car, we understand how important it is for our members to have their voices heard, and we are committed to listening and responding to their needs. To support our L.A. Care members attending RCAC, ECAC, and BOG meetings, we have dedicated a specialized team focused on providing top-tier service and ensuring a smooth, reliable experience for every member.

Members are also given a dedicated phone number **(626-298-8185)** to contact for immediate assistance or any concerns regarding their transportation to these meetings.



CALLTHECAR

Reliable and Customer-Centered Transportation

We are committed to assigning L.A. Care members with drivers who are not only highly reliable but also customer service-oriented. Our drivers are trained to provide the highest level of professionalism and care, ensuring that every trip is comfortable and on time.

Real-Time Monitoring by Multiple Dispatchers

Our dispatch team actively monitors all transportation in real-time to ensure everything runs smoothly. With a team of dispatchers dedicated to overseeing trips, we can swiftly address any issues, ensuring that members' transportation needs are met.

On-Site CTC Representatives for Immediate Feedback

At each RCAC, ECAC, and BOG meeting, we'll have CTC representatives present to hear real-time feedback from our members. This direct presence allows us to address concerns, offer immediate resolutions, and ensure that every member feels supported and heard in the moment.



CALLTHECAR

REVAMPING CALL THE CAR'S TRAINING DEPARTMENT

At Call the Car, we understand that our staff plays a crucial role in the overall experience of our L.A. Care members. As the primary point of contact for our members, it's essential that our team is not only knowledgeable but also compassionate and responsive. To better serve our L.A. Care members, we are undertaking a comprehensive revamp of our training department.



Comprehensive Training on Updated L.A. Care Policies and Procedures

We are ensuring that all Call the Car staff members who interact with L.A. Care members are fully trained on the latest L.A. Care policies and procedures. This means our team will be well-versed in any changes, updates, or new guidelines, so they can provide accurate and timely information every time.

Focus on Exceptional Customer Service and Empathy

In addition to policy training, we are placing a strong emphasis on enhancing our staff's customer service skills. This includes empathy, active listening, and problem-solving abilities to ensure every interaction leaves a positive impression. Our goal is for each member to feel valued and heard.

Through these initiatives, we aim to create a team that is not only informed and efficient but also deeply committed to providing personalized support for every L.A. Care member.



NEW TRANSPORTATION EXPERIENCE MANAGER

Call the Car is pleased to announce the appointment of **Aldwin Cruz** as the new Transportation Experience Manager for L.A. Care. With a deep commitment to supporting both L.A. Care members and staff, Aldwin is dedicated to fostering a strong, ongoing partnership. His focus will be on enhancing the overall transportation experience, ensuring seamless service, and maintaining the highest level of satisfaction for all involved.

Questions / Comments

