

Background:

In 2004, Sonoma County Healthy Kids collaborative was formed to develop and implement a local solution for providing health insurance to an estimated 8,000 uninsured children of low income families in Sonoma County. In June 2005, the Board authorized the Department of Health Services to act as the interim administrative organization for the Children's Health Initiative (CHI) for the purpose of developing a business plan and governance structure. In November 2005, the Board approved a five-year business plan for the Sonoma County Children's Health Initiative (CHI). In April 2008, the Board authorized the Department to continue as administrator of the program. With the program in the final year of the five-year plan, the Department is now providing a progress report and proposal to transition program management to the Redwood Community Health Coalition.

Program Summary

The Healthy Kids program ended its fourth full year of operations on June 30, 2009. Over this period Healthy Kids has exceeded business plan projections in both enrollment of children and financial contributions from the community. Private foundations, Sonoma First 5, the United Way, local hospitals, and private donors remained committed to Healthy Kids. The long-term success of the program envisioned the creation of a State sponsored health insurance program by June of 2010. The State sponsored plan will not occur on this timeline. Some private foundations have announced that they are unable to continue funding Healthy Kids insurance premiums beyond the original 5 year plan. The Sonoma Healthy Kids Steering Committee has developed a plan to continue operations in 2010 and beyond.

Report on Program Goals and Outcomes

- Provide access to immediate care and referral to a “medical home” for uninsured children. Referred 1,946 children to a volunteer provider for immediate care and all 3,956 children insured through Healthy Kids have selected a medical home.
- Create a unified system of access to coverage for all low-income children. Established Spanish and English toll free numbers to provide assistance with enrollment in state and private programs.
- Offer a licensed health insurance product for children not eligible for public benefits. Established Health insurance relationships with Kaiser Permanente (Kaiser) and Partnership HealthPlan. There are 3,956 children insured versus the business plan projection of 2,035.
- Develop a provider network that builds upon the safety net and meets the needs of families. Developed a relationship with Kaiser to offer the Kaiser Child Health Plan to provide access to the entire Kaiser network of hospitals and providers. An agreement was executed with Partnership HealthPlan providing access to Community clinics and 110 private physicians.
- Promote enrollment, utilization and retention for all eligible children. Created a network of 23 certified application assistors that have assisted with applications for 39,697 children for various insurance programs including not only Healthy Kids, but also Medi-Cal and Healthy Families state programs. There are 8,967 more low-income kids enrolled in health insurance since program launch.
- Leverage all available local and state resources to support the program. Created the largest growth in enrollment of children in State sponsored Medi-Cal (2,707), and Healthy Families (3,792). Cash and in-kind contributions in the first four years exceed business plan projections by \$4.9 million.

Funding

The majority of Healthy Kids cash funding is from Sonoma First 5. Sonoma First 5 has contributed \$1.7 million through 2009, and is committed to continue assisting the program for another five years. Other cash funding comes from The California Endowment, Blue Shield Foundation, local hospitals, and other foundations and private donors. Total cash contributions to the program over the first four years were \$4.7 million compared to the business plan projection of \$5.0 million.

At the end of 2010, Healthy Kids will lose two valuable funding partners. After five years of assistance, The California Endowment and Blue Shield Foundation will no longer fund health insurance premiums. This will represent an annual loss of \$250,000.

Kaiser Permanente has provided in-kind contributions in the amount of \$9.5 million over the four year period. Kaiser offers the Kaiser Child Health Plan to all children in low-income families in Sonoma County who do not qualify for state funded insurance. In June 2009, Kaiser enrollment reached 3,245 children in Sonoma County compared to the business plan projection of 789. This level of enrollment provides an in-kind benefit of over \$3.0 million annually to the community. While Kaiser has had to close enrollment in Southern California, the program remains open for children in Northern California. The total of cash and in-kind contributions for the first four years of operations are \$14.2 million

compared to the business plan projection of \$9.3 million.

Enrollment of Children in Health Insurance

Surveys conducted in 2001 identified 8,000 uninsured children in Sonoma County and approximately 60% of these children qualified for one of the State funded programs. The goal of Healthy Kids is to see that all children in our community have health insurance and access to care. Healthy Kids coordinates the efforts of 23 certified application assistors to locate and enroll children in health insurance programs. Certified Application Assistors are employed by Community Clinics and local hospitals. After four years of operation enrollment of low income children in health insurance programs has grown by 8,967.

Enrollment and growth by program:

	2005	2009	Growth
Medi-Cal	23,544	26,251	2,707
Healthy Families	8,541	12,333	3,792
Kaiser	789	3,245	2,456
Partnership HealthPlan*	0	454	454
CalKids	706	243	(463)
	35,580	42,526	8,946

*New in 2009

Despite these increases in enrollment, a subsequent survey by the California Healthcare Foundation indicates that there are still as many as 10,000 uninsured children in Sonoma County. A continued strong local outreach and enrollment effort will be necessary to reduce this number in these difficult economic times.

Transition Plan

The Healthy Kids Steering Committee has been anticipating possible funding reductions and developing contingency plans. It was agreed in the process that the following guiding principles be followed:

1. The goal of the program is to ensure that all children in Sonoma County have insurance and access to care.
2. The program must maintain a thriving coalition focused on enrolling children in insurance, improving access to care, directing children to available resources, and advocating for insurance reform to cover all children.
3. Healthy Kids should utilize funded insurance programs (Medi-Cal, Healthy Families, Kaiser) and raise funds for a thriving outreach and enrollment effort.

Specific Actions

1. Move current privately funded children age 6-18 into Kaiser Child Health Plan. Kaiser insurance is fully funded and currently available for all of these children. This impacts approximately 550 children. The savings to the program is approximately \$440,000 annually. Families of these children will be contacted by Healthy Kids and provided with enrollment assistance.
2. Children age 0-5 will remain in Partnership HealthPlan funded by Sonoma First 5 and transitioned to Kaiser at age 6. First 5 funding is not available to insure kids past age 5. Children will be eligible for fully funded Kaiser insurance. This impacts approximately 40 children per year. Families will be contacted and offered assistance with this transition.
3. Transition program administration from the County of Sonoma to the Redwood Community Health Coalition (RCHC). RCHC has been a cornerstone collaborative partner in Healthy Kids since the early planning stages. RCHC clinics employ and pay for the majority of the certified application assistors utilized by the program. In addition, RCHC has reached agreement with One-E-App, a provider of a web-based electronic application system to substantially upgrade program enrollment capabilities. RCHC will employ the Program Manager and the Enrollment Coordinator. Cost to operate the program will be reduced by approximately \$150,000 annually by transitioning administration to RCHC. The County of Sonoma will remain a key collaborative partner with the participation of staff from the Department of Human Services, Prevention and Planning, and Public Health. Dr. Mary Maddux-Gonzalez will continue serving as chair of the Healthy Kids Steering Committee.

FISCAL IMPACT:

Changes in Departmental Allocation and Budgetary Adjustments resulting from the transition of Healthy Kids program administration from the Department of Health Services to RCHC are addressed in the 2010 Realignment Plan before the Board today.

Attachments: None.

On File With Clerk: None.

CLERK OF THE BOARD USE ONLY

Board Action (If other than "Requested")

Vote: