

Building on a Legacy: Evolution • Progression • Transition



WELCOME



A Message from our CEO

I am pleased to join CenCal Health once again in support of our mission to improve the health and wellbeing of our communities. After 28 years of service with distinction as CenCal Health's Chief Executive Officer (CEO), Bob Freeman retired in October 2021. Change presents a time to recognize our strengths and identify opportunities to grow. CenCal Health is strong and our opportunities many. As CenCal Health's next CEO, my commitment to our mission is unwavering and purpose remains unchanged. I also renew our commitment to excellence in service to you. As you may be aware, I previously served as CenCal Health's Provider Services and Program Development Director in Santa Barbara and San Luis Obispo Counties and then as Chief Operating Officer of Central California Alliance for Health just north of here in Monterey, Santa Cruz and Merced Counties.



I must say that the past 20 years have been extremely rewarding. I have the greatest respect for our Board of Directors and our providers, community partners and dedicated employees at CenCal Health. As we look forward, we recognize that our legacy is strong as focus is on advancing the organization into the future. If the past year has taught us anything, it is a lesson in resilience and vulnerability. We celebrate how far we have come while recognizing, sometimes painfully, how far we must still go to achieve health equity in every neighborhood. We find solace in our strength and our local providers and community partners stepped up to serve those in need with bravery and courage.

Well, these strengths will be critical in the years ahead. As you may know, California will be pursuing an ambitious, multi-year plan to advance health equity called California Advancing and Innovating Medi-Cal (CalAIM). While we have always put the health care for our members first, the long-term vision for CenCal Health is evolving to one that celebrates the pursuit of a more equitable health outcome for all members in the communities we serve. I invite you, in partnership with our Board of Directors, to continue this important journey, inspiring others to champion health for the members we serve so that we – together – leave a legacy of wellness for future generations. With your continued partnership, the future looks bright.

Thank you, Marina



Our Mission

To improve the health and well-being of the community we serve by providing access to high quality health services, along with education and outreach, for our membership.

An Evolving Vision

Be a trusted partner in achieving health equity in every neighborhood, so that our communities are the healthiest in California.

National & State Rankings

#1

#1 in Well Child Visits for children 15 - 30 months, out of 56 contracted Medi-Cal Managed Care entities (Santa Barbara County).

Top 5%

Top 5% in timeliness of women's postpartum care, nationwide Medicaid plans (Santa Barbara & San Luis Obispo counties).

#3

#3 in overall quality of care, out of 56 contracted Medi-Cal Managed Care entities (San Luis Obispo County).



210,248 Membership Total

Membership growth in 2021: 14,787

Members covered through the Affordable Care Act: 63,462

Membership count for Santa Barbara & San Luis Obispo counties

Our Evolution



Whole Child Model celebrates third anniversary

Determined to enhance the coordination of care for pediatric and young adult members diagnosed with chronic health conditions, CenCal Health became one of five Medi-Cal managed care plans to participate in what is known as the [Whole Child Model \(WCM\) program](#). In 2021, the organization celebrated the program integration's three-year anniversary, through which eligible members who formally received medical benefits through [the California Children's Services \(CCS\) program](#), now get their CCS services and non-CCS services under one entity - CenCal Health. For our members and their families, the Whole Child Model program represents an ease of access to services and simplifies their navigation through the healthcare system.



Headquarters' parking lot becomes mobile testing site

A rise in COVID-19 transmissions during winter 2021 increased testing needs, hospitalizations and even deaths. Due to the uncertain and challenging circumstances brought by the virus surge of the holiday season, CenCal Health collaborated with the [Santa Barbara County Public Health Department](#), who reported that more than [75,600 tests](#) were conducted throughout the county in a single month. Eager to support COVID-resource efforts, CenCal Health transformed a large portion of its Santa Barbara office parking lot into a mobile testing center. There, a mobile unit provided more than 5,500 COVID-19 tests over the course of three weeks.



CenCal Health funds local physician recruitment

[The Association of American Medical Colleges \(AAMC\)](#) estimates that shortages of physicians and medical professionals will reach an all-time high in the next decade. To address this future challenge and the gaps in care generated by understaffed medical offices, CenCal Health launched the *Network Access Improvement* program in 2021. As a result, three local providers were granted funds to cover recruitment costs for six new medical professionals in our communities and the procurement of specialized medical equipment to expand access to those with special needs. CenCal Health's goal is to enhance both our members' health outcomes, and those of the community at large, by facilitating access to high quality care.

[Click here to read the press release.](#)

COVID-19 Vaccine Outreach

121,733

Members receiving postcards with vaccine locations

7,400

Members eligible for \$50 gift card incentive

11,007

Members ages 65+ fully vaccinated

SPOTLIGHT

Vaccine Response Plan

In 2021, the Medi-Cal population received the COVID-19 vaccine at a lower rate than the general community. To increase protection against COVID-19, CenCal Health joined many Managed Care Organization (MCO) health plans in a state-wide Vaccination Response Program developed by the Department of Health Care Services (DHCS).

This initiative aims to fully vaccinate members who are not vaccinated or received only one dose due to vaccine-hesitancy, lack of transportation, or a disability that keeps them homebound.

"With a safe, educational and responsive campaign, CenCal Health has joined healthcare organizations across the state in an effort to inform Medi-Cal members about the availability and efficacy of COVID-19 vaccination" – CenCal Health CEO Marina Owen.

[Click here to read the press release.](#)



Pop Up Clinic Postcards

CenCal Health supported local public health departments by dropping 121,733 event-specific postcards publicizing COVID-19 vaccination events being held during weekend and non-normal

Our Progress



Supporting the Safety Net award recognizes our community partner

For nearly a decade, Silvia Wasjutin has run [Camp Mariposas](#) - a special summer program solely funded by CenCal Health. This seasonal camp fulfills a unique need in our service area by providing pediatric therapeutic services that are typically coordinated through the school systems, during the school year. Camp participants include underserved children diagnosed with Autism Spectrum Disorder and other conditions, most of them are CenCal Health members. In July 2021, the [Association for Community Affiliated Plans](#) recognized Wasjutin during its annual *Supporting the Safety Net* award program. Former CenCal Health CEO Bob Freeman, who nominated Silvia for the award, presented her with an Honorable Mention plaque.

[Click here to learn more about Camp Mariposas.](#)



Over \$2 million contributed directly to local senior nutrition programs

Like nearly every non-profit, [Meals That Connect](#) faced unexpected challenges in addressing food insecurities and isolation experienced by the senior community during the ongoing COVID-19 pandemic. In response, the organization increased its weekly meal services and added routes to support the demand through donations from community organizations like CenCal Health. Upcoming Medi-Cal benefit expansions recognize that nutrition plays a significant role in better health, CenCal Health recognized this many years ago. Since 2016, CenCal Health has contributed over \$2 million to local senior nutrition programs. Because for many seniors, [#foodismedicine](#).

[Click here to read the press release.](#)



Helping improve health outcomes for new mothers in San Luis Obispo County

CenCal Health's *Healthy Mothers Healthy Families* program launched early in the COVID-19 pandemic, to increase the rate of timely postpartum appointments for members who have recently delivered babies in San Luis Obispo County. While these medical visits are vital in the early detection of serious, often life-threatening health complications, SLO County members were not obtaining timely postpartum appointments at the same rate as members in Santa Barbara County. One component is case management, *Healthy Mothers Healthy Families* provides support services like appointment scheduling assistance, to help new moms achieve optimal health outcomes. Due to this program, and in spite of COVID-19 restrictions, the gap in care for SLO county moms was closed successfully by mid-2021.

[Click here to view program snapshot.](#)

SPOTLIGHT

Voice of our Members

Many consider CenCal Health's service representatives the heart of our health plan – a vital organ comprised of 20 customer-facing employees who service members and providers with their requests and resolutions. With an average of 450 inbound calls daily, Member Services and Provider Services personnel come across an array of unique and routine needs, questions, and at times, challenges from callers.

Representatives are often the first people that our members and providers reach out to for help. To assist the customer and ensure their satisfaction, reps must skillfully navigate through different processes, departments, and colleagues in an organization of close to 300 employees. It is a fast-paced work environment with rewarding results. In 2021, 112,336 calls were received. While each call may be distinctive, service reps are guided by a single goal: deliver compassionate, exceptional service to our most important stakeholders.



Our Leadership



Bob Freeman

Chief Executive Officer (Jan. 2011 - Oct. 2021)



Marina Owen

Chief Executive Officer (Nov. 2021 - present)



Paul Jaconette

Chief Operations Officer



[Learn more about our leadership](#)

Our Transition

A message from our outgoing CEO, Bob Freeman



After leading this organization as CEO for ten years – and being an employee for 28 years total, it's with mixed emotions that I say goodbye to CenCal Health, and the Central Coast. When I accepted the position of Government and Public Affairs Manager in 1993, I came from Sacramento after serving the State government in different capacities for ten years. I had attended UCSB and thought a return to Santa Barbara would be a great way to spend a few years before returning to government work in Sacramento.

It turns out that the mission of CenCal Health (then called the Santa Barbara Health Initiative) was something I wanted my career to follow, working for a public entity in a non-partisan way, to make the community I lived in a better place. So, it turned out that I found my career home here.

Now, CenCal Health has grown to serve over 210,000 members (the largest health insurer in both Santa Barbara and San Luis Obispo counties), with over a \$1 billion annual budget – and with 95% of that amount flowing to providers. I am very proud of leading the organization from where it was when I took over as CEO, to where it is now.

Now, it is time for someone else to take the organization from where it is now to where it needs to be tomorrow. I'm proud to announce that my successor is Marina Owen, someone well known to our network. She worked many years here at CenCal Health before leaving a few years ago to take a COO position at a sister plan. Now she returns as CEO – only the fourth in the organization's history.

I want to thank the CenCal Health physicians and other providers for the support given to the organization, and to me, personally, over the years. I ask that you provide that same support to the Marina Owen-led CenCal Health as we head towards the future.

Many thanks, and all of the best to you.



Our Board of Directors

CenCal Health is governed by a 13-member Board of Directors, appointed by the Santa Barbara and San Luis Obispo Counties' Boards of Supervisors. The CenCal Health Board includes representatives from local government and county representatives, which have no term limits.

Other positions include physicians, hospital administrators, and representatives from the business community and membership, many of whom have served our organization for many years. In 2021, Dr. Rene Bravo, a network pediatrician from San Luis Obispo, chaired the Board meetings, all of which were held remotely.



Lynda S. Tanner, RN, MSN

President & CEO of VNA Health

Provider Representative



Dr. Rene Bravo

Bravo Pediatrics, Provider Representative

Chair of the Board



Van Do-Reynoso, MPH, PhD

Director of Public Health

Santa Barbara County



Richard Roberts

Consumer Representative

San Luis Obispo County



Supervisor

Board

San

[Learn more about our Board of Directors](#)

In Memoriam: Karen Leslee Johnson

Board Member, Consumer Representative (Served: Jan. 27, 1995 - July 7, 2021)

With more than 26 years of dedicated service, Karen Leslee Johnson was CenCal Health's longest serving Board Member. She was also an active voice on CenCal Health's Community Advisory Board, providing feedback and suggestions on member benefits, and materials requiring the Board's review and approval. Karen's devotion to CenCal Health's mission was as palpable as her devotion to the entire Santa Barbara community, where she spent much of her time promoting and protecting the rights of locals with disabilities. In addition to her service for CenCal Health, Karen was an active member of the Multiple Sclerosis Society, Easy Lift Transportation Board Member, Co-Chair of the South Coast Transit Advisory Council, and a City of Santa Barbara consultant for handicap accessibility, among other roles.

On July 7, 2021, Karen passed away at the age of 77, in Santa Barbara.

CenCal Health is profoundly grateful to Karen for her extensive contributions during nearly three decades of Board membership.



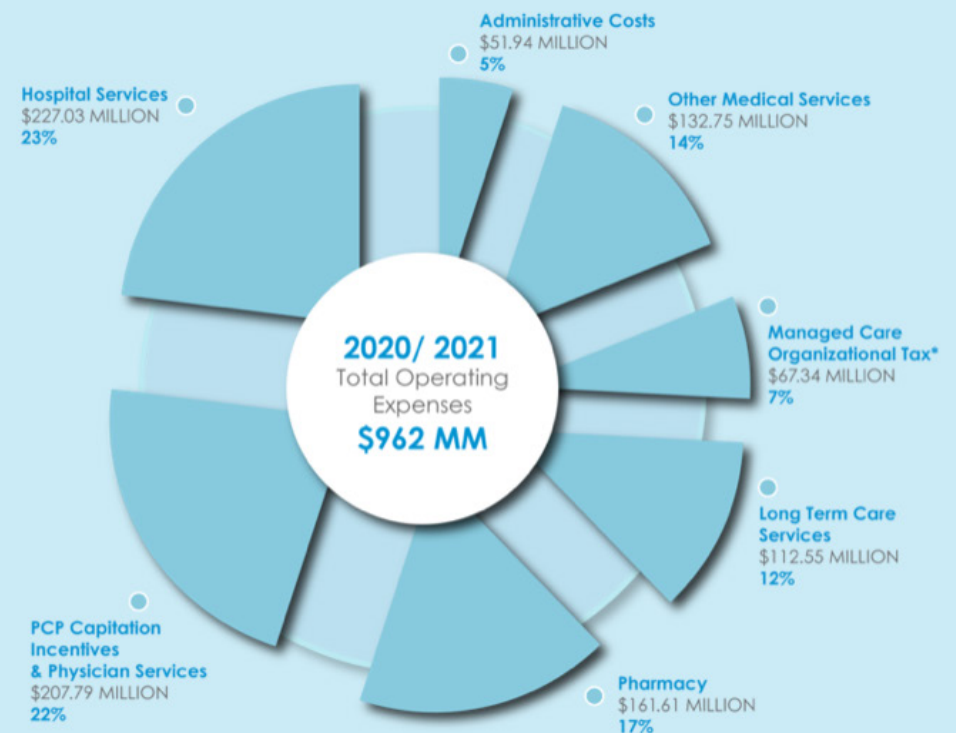
Our Financials

For the eighth consecutive year, CenCal Health's financial statements were reviewed and certified by an independent auditor without any findings, adjustments or corrections on a nearly \$962 million in annual revenue during fiscal year 2020-21.

The fiscal year included a net operating loss of \$27.3 million.

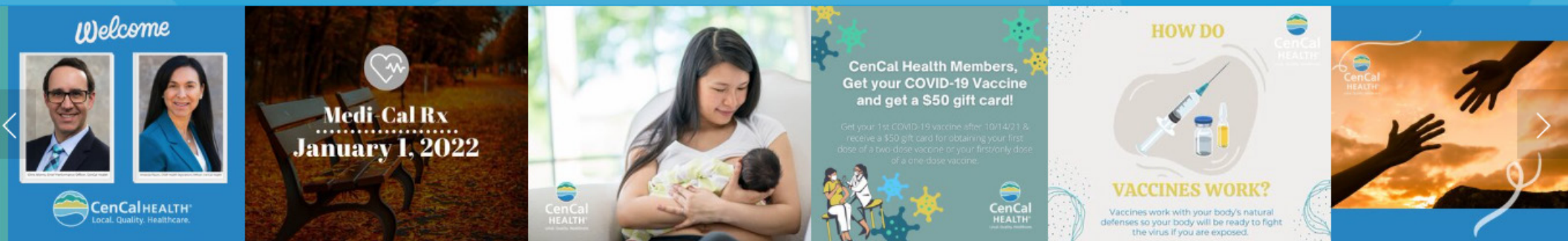
One of the major contributions to the net loss was due to the state's delay in their carve-out of pharmacy services from the Medi-Cal managed care health plans. The pharmacy revenue funding level was \$7 million less than the actual pharmacy expenses.

[Click here to read the full report](#)



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