



# request for applications

## county enrollment assistance 2013

### Important Dates

Applications Due: By 5 pm, Tuesday, December 18, 2012 or;  
By 5pm, Friday, March 15, 2013

Informational Conference Call: November 30, 2012, 10:30 a.m. – 11:30 a.m.  
Dial-in number: (800) 391-1709  
Bridge number: 390558

Notification of Grant Awards: March 2013 or June 2013

How to Apply: [http://www.cybergrants.com/BSCF/County\\_Enroll](http://www.cybergrants.com/BSCF/County_Enroll)

### Eligibility

- County government agencies, including county health systems and county health social services, and mental health departments
- Only one application per county will be accepted
- Must comply with other eligibility requirements on page 3

### Contact Information

Content Questions:

Richard Thomason  
Program Officer  
(415) 229-5292

[richard.thomason@blueshieldcafoundation.org](mailto:richard.thomason@blueshieldcafoundation.org)

Technical Questions:

Gwyneth Tripp  
Grants Administrator  
(415) 229-6149

[gwyneth.tripp@blueshieldcafoundation.org](mailto:gwyneth.tripp@blueshieldcafoundation.org)

## 1. Background

**Blue Shield of California Foundation’s Mission:** Improve the lives of Californians, particularly underserved populations, by making health care accessible, effective, and affordable for all Californians, and by ending domestic violence.

To help fulfill our mission, Blue Shield of California Foundation (BSCF) engages in grantmaking and program activity to support the expansion of coverage for low-income Californians and to strengthen the ability of the healthcare safety net to provide access to quality care for state residents.

The Foundation’s efforts to expand coverage for low-income Californians focus on three main areas: 1) providing assistance to the state and county governments to implement the Patient Protection and Affordable Care Act (ACA) and the state’s Section 1115 “Bridge to Reform” Medicaid Waiver; 2) supporting state and local efforts to modernize Medi-Cal eligibility and enrollment systems; and 3) educating policymakers and business organizations about opportunities to expand coverage through ACA implementation.

Since 2007, the Foundation has had a consistent focus on expanding coverage through the development and implementation of a comprehensive Section 1115 Medicaid waiver that enables previously ineligible low-income Californians – like childless adults – to enroll in public coverage programs. In 2010, this effort resulted in the creation of California’s “Bridge to Reform” waiver, which takes advantage of ACA provisions that allow states to expand coverage to childless adults under 133 percent of the federal poverty level. This waiver granted counties the authority to develop and implement Low Income Health Programs (LIHPs) to provide Medi-Cal-like coverage to low-income adults in their county. To date, LIHPs have been created serving 51 of California’s 58 counties, and these programs have enrolled over 550,000 people. The Foundation provided grants and technical assistance to more than 20 counties for LIHP development.

Under the terms of the waiver, LIHPs will cease to exist on December 31, 2013 when all LIHP enrollees will be transitioned into the newly-expanded Medi-Cal program or subsidized coverage through the California Health Benefit Exchange. Thus, in 2013 the state of California and county governments will face the challenging task of successfully accomplishing this transition, while at the same time preparing for the broader implementation of the expansion of Medi-Cal eligibility to low-income adults under 133 percent of the federal poverty level. Several factors complicate the implementation of the LIHP to Medi-Cal transition and the Medi-Cal expansion:

- The size of the job ahead: As many as 1.5 million Californians under age 65 will be newly eligible for Medi-Cal coverage in 2014 as a result of the ACA, and another 1.3 million people are currently eligible but not enrolled. More than 2 million Californians will be eligible to obtain health insurance through the Exchange.
- The state-county division of responsibility: Although Medi-Cal is a state program, California relies significantly on county governments to carry out the day-to-day

work of eligibility determinations and enrollment, using multiple computer systems for enrollment. Since the LIHPs and medically indigent adult (MIA) programs have been created and implemented by individual counties, enrollment into these programs too is largely dependent on county leadership and county staff, and can vary considerably from county to county in terms of the size of their programs and the ease of their enrollment and retention processes.

Between now and 2014, the counties, the state Department of Health Care Services and the Exchange will have to reach this eligible population and enroll them in coverage. This task should be made easier by the fact that at the end of 2013 over 550,000 of the newly eligibles will be enrolled in a LIHP and tens of thousands more eligible individuals will be enrolled in other county indigent programs or will be patients at a county hospital or health center. It is these populations who already have a connection to a county system that should be the first priority for enrollment into Medi-Cal and Exchange coverage options in 2014. If counties and the state have difficulty in successfully enrolling these populations into coverage, then the promise of the ACA to improve the health status of vulnerable Californians will be delayed and diminished.

**In this Request for Applications (RFA), the Foundation is pleased to announce a new grantmaking opportunity for counties to support projects that will facilitate the transition of LIHP enrollees to Medi-Cal and the California Health Benefit Exchange (Exchange) by January 1, 2014, and accelerate enrollment of MIAs in Medi-Cal in 2014. We believe that counties will play a key role in maximizing the number of people who transition to Medi-Cal or Exchange coverage in 2014 and in ensuring that this transition to coverage takes place quickly, smoothly and without disruption in care for the more than 550,000 LIHP enrollees. Through this RFA, the Foundation seeks grant applications that will help counties carry out this important work in 2013.**

## 2. Eligibility

County government agencies, including county health systems and county health, social services and mental health departments, are eligible to apply for funding. Only one proposal per county will be accepted. Proposals from multi-county or regional applicants will be considered.

Applicant must meet BSCF's organizational requirements:

- Have a mission consistent with the mission and goals of Blue Shield of California Foundation
- Be a nonprofit and tax-exempt organization under 501(c)(3) of the Internal Revenue Service Code (IRC) and defined as a public charity under 509(a) 1, 2, or 3 (types I, II, or a functionally integrated type III) or be a governmental, tribal, or public entity
- Have a reputation for credibility and integrity
- Primarily serve Californians
- For past and current BSCF grantees, meet current grant agreement requirements, and be up-to-date on all required reports from previous grants, as applicable

### 3. Use of Funds

This RFA seeks applications from county governments for projects to facilitate the transition of LIHP or MIA individuals into Medi-Cal and the California Health Benefit Exchange in 2014. In particular, BSCF is interested in applications that would support counties to work with safety net providers, including community health centers, as well as with consumer advocates and representatives of community-based organizations and low-income communities in developing and implementing strategies and systems to maximize LIHP and MIA enrollment and successfully transition all of these individuals to Medi-Cal or Exchange coverage in 2014.

Examples of the types of activities that could be supported through this grantmaking include, but are not limited to:

- Research, analysis and policy development to support the transition of LIHP enrollees to Medi-Cal and the California Health Benefit Exchange and the identification of medically indigent adults eligible for Medi-Cal;
- Development and implementation of strategies and systems to facilitate and maximize the transfer of LIHP enrollees and medically indigent adults into Medi-Cal and the California Health Benefit Exchange beginning January 1, 2014:
  - This strategy may include, but should not be limited to, the development and implementation of strategies and systems to maximize enrollment and retention in LIHPs in 2013;
  - This strategy may include, but should not be limited to, the development and implementation of outreach strategies to inform low-income residents of opportunities to enroll in and retain coverage through the LIHPs in 2013, and of the opportunity to enroll in Medi-Cal in 2014;
- Implementation of electronic and web-based tools and applications to expedite the transition of LIHP enrollees into Medi-Cal and the California Health Benefit Exchange before January 1, 2014 as well as the ongoing transition of MIA individuals; and
- Training of county and community-based enrollment and application assister staff to ensure their capacity to successfully and accurately enroll and transition individuals from LIHP and MIA programs to Medi-Cal and the California Health Benefit Exchange by 2014.

No county matching contribution is required, although applicants are encouraged to identify in-kind support that will be provided by county staff to the project.

#### 4. Grant Size and Term

**Grant Size:** Grant award amounts will vary based on the number of qualified applicants and the scope of the proposal and population being served. It is anticipated that the Foundation will award a minimum of 10 grants. The maximum grant award will be \$150,000.

**Grant Term:** Proposed projects may be for up to 12 months in duration. Shorter-term projects will be considered.

**Proposal Submission Timeline:** The Foundation will consider applications in two phases: for counties that seek funding for projects ready to begin April 1, 2013, grant applications will be due **December 18, 2012**. For counties that seek funding for projects ready to begin July 1, 2013, grant applications will be due **March 15, 2013**.

## 5. Proposal Evaluation

In evaluating applications, strong emphasis will be placed on:

- Demonstration that the county has a commitment from its leadership and the Board of Supervisors to maximize enrollment in health coverage programs;
- Extent to which the project will enable the county to maximize the number of individuals who transition to Medi-Cal and the California Health Benefit Exchange in 2014, including by maximizing LHP or MIA enrollment in 2013;
- Extent to which the project improves systems necessary to facilitate the transition of individuals to Medi-Cal and the California Health Benefit Exchange in 2014;
- Demonstration that the county has a history of collaboration with the range of local stakeholders responsible for providing healthcare to low-income populations;
- Extent to which the project involves community health centers in maximizing enrollment in public coverage programs;
- Demonstration that the county has a commitment to involving other stakeholders, including consumer advocates, in designing a system to maximize enrollment and retention;
- Size of the population affected by the project; and
- Quality and clarity of project objectives, work plan and budget.

Review and due diligence on applications submitted in December 2012 will be conducted December 2012 through February 2013 and applicants will be notified of their status by mid-March, 2013. Review and due diligence on applications submitted in March 2013 will be conducted March through May 2013 and applicants will be notified of their status by mid-June, 2013. Submission of an application does not guarantee funding.

## 6. How to Apply

1. Apply through our online grant system using the following custom link:

[http://www.cybergrants.com/BSCF/County\\_Enroll](http://www.cybergrants.com/BSCF/County_Enroll)

**Note:** Applications must be submitted using the link above. DO NOT submit through the Foundation's website

2. Enter registered grantseeker email and password to login or register as a new grantseeker following the instructions at the top of the page.

**Note:** Only one grantseeker can be connected to each application.

3. On the Welcome page, scroll to the bottom of the page and click:

» **Start a New Application** «

4. After clicking the link, you will be directed to the application. There is a navigation bar at the top of each screen to allow for easy toggling between sections.

### Notes:

- The name of this funding opportunity should appear above the navigation bar. If you do not see it, you are in the incorrect application. Exit the system and login through the link above.
  - Update organizational and contact information in the first two sections
  - Some fields in the application are pre-populated and cannot be edited
5. Click the "Submit" button on the preview application page to submit the application. You will receive an application receipt via email confirming your submission.



## 7. Contact Information

**Content Questions:** For questions related to eligibility for this grantmaking or to the content of the application, contact:

Richard Thomason  
Program Officer  
(415) 229-5292  
[Richard.thomason@blueshieldcafoundation.org](mailto:Richard.thomason@blueshieldcafoundation.org)

**Technical Questions:** For questions related to the online grants system or application process, contact:

Gwyneth Tripp  
Grant Administrator  
(415) 229-6149  
[gwyneth.tripp@blueshieldcafoundation.org](mailto:gwyneth.tripp@blueshieldcafoundation.org)

### Informational Conference Call

BSCF will host an optional informational conference call on  
**November 30, 2012, 10:30 a.m. - 11:30 a.m.**

Dial-in number: (800) 391-1709  
Bridge number: 390558

During the presentation at the beginning of the call, all caller lines will be muted. Questions will be addressed during the Q & A portion of the call following the presentation.

Instructions for the Q & A Period:

- BSCF staff will announce when the Q & A is beginning (hold your questions until this time)
- To pose a question, press 5\* and you will be placed in the queue
- When you hear an announcement that your line has been “unmuted” it is your turn to speak
- Introduce yourself and your agency name
- To be removed from the queue press 5\* again

## 8. Key Dates

<b>November 20, 2012</b>	Request for Applications Released
<b>November 30, 2012</b> 10:30 a.m. – 11:30 a.m.	Informational Conference Call (optional) Dial In #: (800) 391-1709 Conference Bridge #: 390558
<b>December 5, 2012</b>	Minutes from conference call sent to potential applicants
<b>December 18, 2012</b> 5:00pm	First round of applications due
<b>December 2012 – February 2013</b>	Proposals reviewed Due diligence and follow-up activities (as necessary)
<b>March, 2013</b>	Notification of grant decisions
<b>April, 2013</b>	First round projects begin
<b>March 15, 2013</b> 5:00pm	Second round of applications due
<b>March 2013 – May 2013</b>	Proposals reviewed Due diligence and follow-up activities (as necessary)
<b>June, 2013</b>	Notification of grant decisions
<b>July, 2013</b>	Second round projects begin