

STAYS IN FILE



CENTRAL HEALTH

Our Vision

Central Texas is a model healthy community

Our Mission

By caring for those who need it most Central Health improves the health of our community

Our Values

Central Health will achieve excellence through

Stewardship We maintain public trust through fiscal discipline and open and transparent communication

Innovation We create solutions to improve healthcare access

Respect We honor our relationship with those we serve and those with whom we work

Collaboration We partner with others to improve the health of our community

BOARD OF MANAGERS

Emergency Meeting* in Response to COVID-19

Thursday, April 16, 2020, 5 30 p m (in English)

Toll-free Videoconference and Telephone**

Members of the public may access the audio feed of the meeting by dialing in using the number below You will be prompted for the Meeting ID and Password

Toll-free Telephone 888-501-0031

Meeting ID 1496784507#

Password 007710#

PUBLIC COMMUNICATION

A member of the public who wishes to make comments during Public Communication must properly register with Central Health **no later than 4 00 p m on April 16, 2020** Registration can be completed in one of two ways

- Complete the virtual sign-in form at [https //www centralhealth net/meeting-sign-in/](https://www.centralhealth.net/meeting-sign-in/), or
- Call 512-978-9190 Please leave a voice message with your full name and your request to comment via telephone at the meeting

Central Health will conduct Public Communication in the same manner as it has been conducted at in-person meetings including setting a fixed amount of time per person to speak and limiting Board responses to public inquiries, if any to statements of specific factual information or existing policy

AGENDA

- 1 Receive, discuss, and take appropriate action on reports of Central Health and CommUnityCare's responses to address COVID-19 including the following topics
 - a The objectives governing Central Health s response activities
 - b Current and future status of clinic operations,
 - c Plans for increasing screening and testing for at-risk populations including communities of color, and
 - d Communications and outreach efforts and resources ¹

(Action Item)

* This notice is provided in compliance with Texas Government Code §551 045(a), which allows a governmental body to deliberate its response to an emergency or urgent public necessity, such as an imminent threat to public health and safety or an epidemic

** By Emergency Executive Order of the Governor issued March 16, 2020, Central Health may hold a videoconference or telephonic meeting with no Board members present at a physical meeting location Due to security concerns with video

202080528

2 pgs



meeting software, members of the public may participate only by telephone and will be unable to watch the video feed of the meeting live. A video recording of this meeting will be made available to the public through the Central Health website (www.centralhealth.net) as soon as possible after the meeting.

Note 1, Possible closed session item

Any individual with a disability who plans to view this meeting and requires auxiliary aids or services should notify Central Health at least two days in advance, so that appropriate arrangements can be made. Notice should be given to the Board Governance Manager by telephone at (512) 978-8049.



Came to hand and posted on a Bulletin Board in the Courthouse, Austin, Travis County, Texas on this the 14 day of April 2020

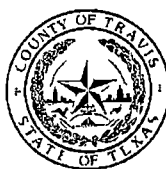
Dana DeBeauvoir

County Clerk, Travis County, Texas

By *E. Medina* Deputy

E. MEDINA

**FILED AND RECORDED
OFFICIAL PUBLIC RECORDS**



Dana DeBeauvoir

Dana DeBeauvoir, County Clerk
Travis County, Texas

202080528

Apr 14, 2020 01:44 PM

Fee \$0.00

MEDINAE



MEMORANDUM

To: Central Health Board of Managers
From: Mike Geeslin, President & CEO
Cc: Perla Cavazos, Deputy Administrator
Date: April 15, 2020
Re: Agenda Item 1- COVID-19 Update

Overview

This memorandum provides background information for the Special Called Board Meeting posted for 16 April 2020. The information is generally limited to a synopsis for the agenda topics. Due to the fluid nature of events, real time and up-to-date information will be reported at the meeting.

Agenda Item

Receive, discuss, and take appropriate action on reports of Central Health and CommUnityCare's responses to address COVID-19, including the following topics:

- a. The objectives governing Central Health's response activities;
- b. Current and future status of clinic operations;
- c. Plans for increasing screening and testing for at-risk populations, including communities of color; and
- d. Communications and outreach efforts and resources.

The **bold** topics below correspond to the agenda topic. The synopsis and additional information follow.

The objectives governing Central Health's response activities. Overview of Article III (K), Central Health Bylaws related to establishing strategic goals for the (health care) District and how this relates to the COVID-19 Pandemic Response. Currently, the strategic objectives established by the Board and the Board-adopted budget guide Central Health. Our capacities are largely based on a non-pandemic environment; however, the organization has quickly adapted to the current pandemic. Consideration should be given to how current and future events might change the Board's perspective on how the organization should focus its resources in times of mass infection or other disaster.

Additional information (excerpt from Board Update emailed on 9 April):

Central Health is operating under a Business Continuity Plan, which is a basic plan of operation that covers critical functions in times of business disruption. This plan allows us to:

- Provide certain shared operations in support of Community Care and Sendero
- Process financial and procurement transactions

- Provide government relations support and monitor public policy responses to the pandemic
- Perform the enrollment, care coordination, and daily management functions of the Medical Access Programs (MAP and MAP-Basic)
- Provide comprehensive community outreach and education
- Continue work on longer-term solutions for Eastern Travis County
- Engage in the locally coordinated efforts of the Emergency Operations Center (EOC).
 - These efforts require an intense dedication of resources; however, we are cautious not to duplicate work that would otherwise dilute efforts to help those we serve.
 - We are using the EOC to request better demographic data (including demographics for forthcoming hospitalization data) and advocate for support of primary care.

Current and future status of clinic operations. CommUnityCare leadership will discuss patient volume, challenges and successes in delivering care in a pandemic environment, and re-opening of temporarily closed clinics in Eastern Travis County.

Plans for increasing screening and testing for at-risk populations, including communities of color. CommUnityCare and Central Health management will discuss plans to expand testing in areas with at-risk populations, including timeframes, operations, locations, and outreach related to testing more individuals in Eastern Travis County. Additionally, Central Health’s health care operations and data analytics staff will discuss current efforts to determine the distribution of the MAP and MAP basic populations in zip code areas with the highest COVID-19 incident rates.

Communications and outreach efforts and resources. Central Health staff will provide an overview of the goals and means related to reaching the populations and communities served by Central Health and its partners, including multi-lingual, cultural, and targeted outreach to promote health resources, alert to developments in the communities we serve, and strategies to maintain health and wellness. Additionally, the Board will need to consider its own communications, and the best means of communicating with the Board in a pandemic response environment.



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BOARD OF MANAGERS

Emergency Meeting* in Response to COVID-19

April 16, 2020

REGULAR AGENDA ITEM 1a

Receive, discuss, and take appropriate action on reports of Central Health and CommUnityCare's responses to address COVID-19, including the following topics:

- a. The objectives governing Central Health's response activities;

Article III

Duties and Authorities of the Board

3.0 The Board shall, to the extent not prohibited or limited by law, seek to do the following:

- (A) be the governing body of the District;
- (B) approve the annual budget for the District;
- (C) retain independent auditors to make an annual audit of the fiscal records of the District;
- (D) accept the annual audit at an open meeting and make the annual audit publicly available;
- (E) select the depository for the funds of the District;
- (F) appoint the President and CEO of the District;
- (G) approve, adhere to, and enforce the policies developed for the operation of the District, unless otherwise delegated to the President and CEO;
- (H) seek approval from the Commissioners Court on matters as required by law;
- (J) approve, modify, or deny contracts unless otherwise delegated to a committee or the President and CEO;
- (K) develop a philosophy and strategic goals for the District to be reflected in a comprehensive, coordinated strategic plan (“Strategic Plan”);
- (L) serve as an advocate for the District;
- (M) appoint members to the governing boards of affiliated entities or other entities as provided by law, agreement, or other mechanism; and
- (N) meet other requirements imposed by law upon the Board.



CENTRAL HEALTH

Strategic Plan Objectives

Central Health Board of Managers

April 15, 2020

Monica Crowley, Chief Strategy & Planning Officer



@CentralHealthTX

Strategic Plan FY2019 – FY2024

Board Defined Objectives

- Develop and execute health care delivery strategy based on people and place
- Implement patient-focused and coordinated health care system
- Implement sustainable financial model for health care delivery and system strategies through FY2024



FY2020 Budget Resolution Priorities

o Improve Infrastructure

- o Eastern Travis County expansion focused on priority areas: Colony Park, Hornsby Bend/Austin's Colony and Southeast Travis County
- o Technology enhancements – EPIC Electronic Health Record

o Central Health Premium Assistance Program Expansion

o Access to Care

- o 12 month MAP eligibility period
- o Primary and specialty care enhancements

o Sustainable funding models

o Brackenridge Campus

o Financial reserves



Learning from initial Phase

- Safely moved work to home as much as possible and are providing operational support across the Enterprise
- Adapted procedures for enrolling people safely in MAP/MAP- basic and ensuring continuing coverage
- Supporting APH and EOC on community-wide response
- Supporting contracted providers as they transition to telemedicine to meet patient needs with a focus on providing support to CUC as needed in ensuring ongoing access to care and COVID-19 response
- Expanded and new modes of communication with community members



Priorities and Objectives

- Recommend discussion in Strategic Planning Committee
- New emergency response objective(s)
- Impact on current Strategic Plan/Priority Objectives
- Impact on FY2021 planning





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BOARD OF MANAGERS

Emergency Meeting* in Response to COVID-19

April 16, 2020

REGULAR AGENDA ITEM 1b

Receive, discuss, and take appropriate action on reports of Central Health and CommUnityCare's responses to address COVID-19, including the following topics:

- b. Current and future status of clinic operations;



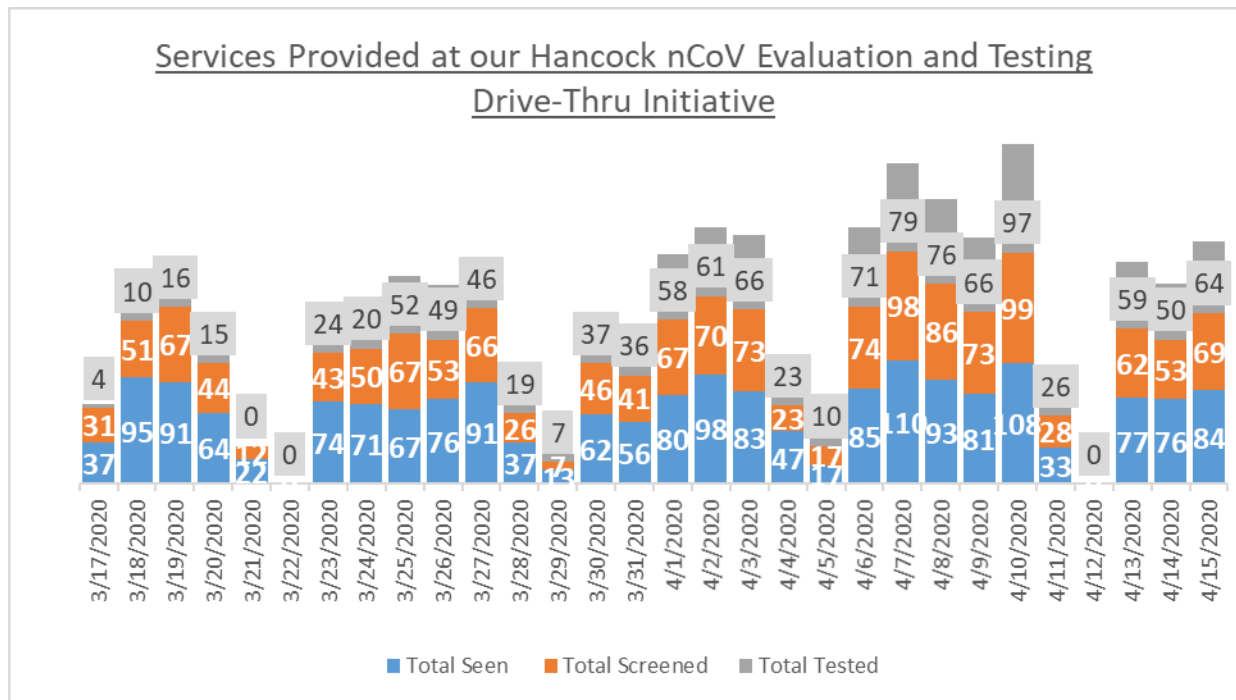
Coronavirus Preparedness and Response Update

April 16th, 2020



Testing for Coronavirus

- ❖ In mid-March we establish drive-thru testing at our Hancock Health Center.
- ❖ It is open the public and you do not have to have a clinician referral to come to the site.
- ❖ Through April 15th, we saw 1,928 people at our Hancock drive through, medically screened 1,496 and tested 1,141.



- ❖ We are also testing in our clinics although most of our testing to date has been at the Hancock.

Expanding Testing for Coronavirus

- ❖ Thanks to our ability to secure testing kits and PPE through partners including Austin Public Health, CommUnityCare will be increasing the number of our drive-thru testing sites.
- ❖ We have put a team together that will be rotating daily to different sites within Travis County and we have actually begun our first one to day at Southeast Metropolitan Park in Del Valle.
- ❖ As we move forward we working to set up once a week testing site in Colony Park, Manor, Austin's Colony/Hornsby Bend and Dove Springs.
- ❖ I also have our teams working on a plan for increased testing at our Pflugerville Health Center.
- ❖ We are hopeful these will be online next week.



Reopening Some of Temporarily Closed Clinics

- ❖ Fortunately our PPE situation has stabilized thanks to staff conversation efforts, reduced on-site clinic demand and additional supplies coming in, CommUnityCare is re-opening some of its temporarily closed clinics.
- ❖ As of yesterday, our Hornsby Bend Health Center re-open and next will be our Del Valle Health Center early next week.
- ❖ We are also putting a plan to bring our Colony Park Mobile services and Community First Village, as well as our Round Rock Mays Crossing site back online in the coming weeks.

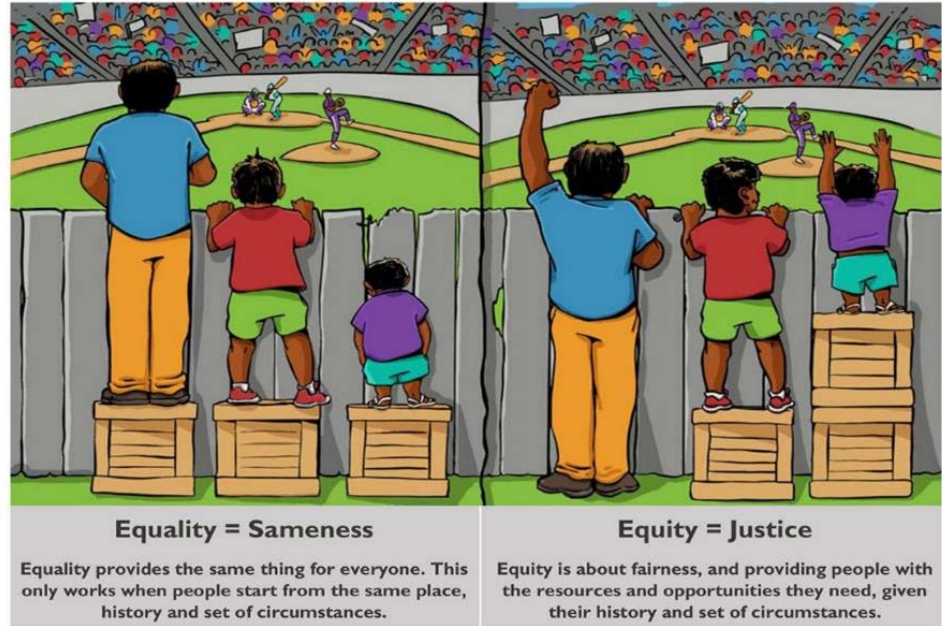
CommUnityCare Mission:

To strengthen the health and well-being of the communities we serve.

CommUnityCare Vision:

Striving to achieve health equity for all by: (1) being the health care home of choice; (2) being a teaching center of excellence; and, (3) providing the right care, at the right time, at the right place.

Strategic Priorities





CENTRAL HEALTH



Press Release
April 15, 2020

Ted Burton
VP of Communications, Central Health
Mobile: 512-797-8200
Ted.Burton@centralhealth.net

Monica Saavedra
Director of Marketing and Community Relations, CommUnityCare
Mobile: 512-825-3373

Central Health-funded CommUnityCare Plans to Re-Open Clinics and Open Drive-up COVID-19 Testing Sites in Eastern Travis County

(Austin) – Central Health-funded CommUnityCare Health Centers announced it is re-opening some temporarily closed clinics in response to the COVID-19 pandemic and is also opening drive-up testing sites in Eastern Travis County.

CommUnityCare's Hornsby Bend Health Center re-opened Wednesday, April 15, and will resume regular clinic hours from 8 a.m. to 5 p.m. Monday, Wednesday and Friday. CommUnityCare's Del Valle Health Center will open April 20 with modified hours, from 8 a.m. - 5 p.m. Monday and Tuesday. CommUnityCare plans to re-open health centers in Manor and Community First! Village next.

"Re-opening clinics has been our goal all along," CommUnityCare President and CEO Jaeson Fournier said. "Temporarily closing some of our smaller clinics was an incredibly difficult decision, it was the responsible thing to do to conserve personal protective equipment (PPE) and support a safe environment for our patients and staff. The good news is that through our conservation efforts, consolidated services, and procuring additional PPE through commercial suppliers and community partners, the situation has stabilized, which means we're able to re-open some clinics."

CommUnityCare temporarily consolidated clinic operations beginning March 23 to conserve PPE and ensure a safe environment to deliver care and protect the safety of patients and staff. CommUnityCare also moved nearly 75% of its medical appointments to the telephone, limiting in-person interactions between patients and providers, which eliminates the possibility of infection as a result of an office visit and also conserves PPE.

Additional Testing Sites in Eastern Travis County

CommUnityCare is expanding drive-up COVID-19 screening and testing to Eastern Travis County.

Drive-up testing will be offered Monday through Friday on a rotating basis in communities like Manor, Colony Park, Austin's Colony/Hornsby Bend, Del Valle, and Dove Springs.

With invaluable input from residents, CommUnityCare is working to secure appropriate locations that are conveniently located with ample parking and electricity.

-more-

CommUnityCare plans to begin testing Thursday, April 16, in Del Valle at Southeast Metropolitan Park and Friday, April 17, at Barbara Jordan Elementary School in Colony Park. No appointment, insurance or payment is required for testing. A more complete schedule of drive-up testing locations will be released as additional sites are secured.

Drive-up testing sites are dependent on the availability of testing kits. CommUnityCare’s drive-up testing site at Hancock Center, 41st Street and IH 35 South, will be open six days a week. Consolidating COVID-19 testing to one location also helps CommUnityCare conserve PPE.

“We appreciate our partnerships across the communities we serve and the support of elected officials. The all-in community effort brings us together in this pandemic,” Central Health President & CEO Mike Geeslin said. “We need to do everything we can to support our front-line health professionals, public health workers, and patients – these are the real heroes in this public health crisis.”

Medical experts at each testing site first screen each patient for COVID-19 symptoms. If they meet certain criteria (e.g. symptoms like fever, cough, and difficulty breathing), patients are administered a test. Each site has limited number of test kits available each day. For information about testing, call CommUnityCare’s COVID-19 Hotline at 512-978-8775.

<p>CommUnityCare Del Valle Drive-Up Testing Del Valle at Southeast Metropolitan Park 4511 SH-71 W, Del Valle, TX 78617 9 a.m. – 4 p.m. Thursday</p>	<p>CommUnityCare Colony Park Drive-Up Testing: Barbara Jordan Elementary School 6711 Johnny Morris Rd., Austin, TX 78724 9 a.m. – 4 p.m. Friday</p>
<p>CommUnityCare Hancock Drive-Up Testing: 1000 E 41st Street Ste: 925, Austin, TX 78751 8 a.m. – 4 p.m. Monday – Friday 9 a.m. – 1 p.m. Saturday</p>	

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About CommUnityCare Health Centers

CommUnityCare’s vision is to improve the health of the community by increasing access to the best care possible. Today, CommUnityCare provides services at 25 locations in Travis County. Each year, its health centers provide approximately 360,000 medical and dental patient appointments representing more than 98,000 individual patients.

About Central Health

Central Health is the local healthcare district that connects one in seven Travis County residents with low income to quality health care. We work with a network of partners to eliminate health disparities and reach our vision of Travis County becoming a model healthy community.



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BOARD OF MANAGERS

Emergency Meeting* in Response to COVID-19

April 16, 2020

REGULAR AGENDA ITEM 1c

Receive, discuss, and take appropriate action on reports of Central Health and CommUnityCare's responses to address COVID-19, including the following topics:

- c. Plans for increasing screening and testing for at-risk populations, including communities of color; and



CENTRAL HEALTH

COVID-19 Data Updates

Central Health Board of Managers

April 16, 2020

Jon Morgan, COO

Sarita Clark-Leach, Director of Analytics and Reporting



@CentralHealthTX

Top 5 Largest increase in Confirmed Case Counts

Comparison of publicly reported Austin Public Health data from April 8, 2020 to April 14, 2020:

1. 78748 (Bauerle Ranch/ Slaughter Creek) increased from 34 on April 8th to 71 on April 14th , an increase of 109%
2. 78741 (Pleasant Valley/ Montopolis) increased from 32 on April 8th to 63 on April 14th , an increase of 97%
3. 78744 (Dove Springs) increased from 33 cases to 55, representing a change of 67%
4. 78701 (Downtown Austin) increased from 14 cases to 33 cases, an increase of 136%
5. 78660 (Pflugerville) increased from 31 cases to 48 cases, an increase of 55%

Note: all increases may reflect increased availability of testing in the area rather than an increase in the actual rate of transmission of COVID-19.



Additional Areas to Monitor

Although not among the top 5 in terms of total counts, 78752 (St. Johns) and 78724 (Colony Park/ Hornsby Bend) should be monitored as they show high rates of increase over the last week.

- 78752 (St. Johns) increase from 9 to 25 cases representing an increase of 178%
- 78724 (Colony Park/ Hornsby Bend) increase from 8 to 20 cases representing an increase of 150%

Note: all increases may reflect increased availability of testing in the area rather than an increase in the actual rate of transmission of COVID-19.



Race and Ethnicity Observations

Austin Public Health Data published on April 14, 2020 shows the distribution of race and ethnicity relative to confirmed cases a little differently than how it was presented on 4/8/2020.

The 4/8/2020 data included the total Hispanic population in its total count to calculate Race percentages, while the 4/15/2020 excludes them from the total count. So, there cannot be an apples to apples comparison with the current publicly available data.

Race	4/14/2020	4/8/2020
White	76%	54%
Black	10%	8%
Other	6%	<1%
Asian	4%	5%
Unknown	4%	NR

Ethnicity	4/14/2020	4/8/2020
Non-Hispanic	60%	67%
Hispanic	39%	33%
Unknown	2%	NR



Questions?



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MAP & MAP BASIC COVERAGE EXTENDED

The Central Health and CCC Board approved extending the coverage for the following MAP and MAP BASIC members

- All MAP and MAP BASIC enrollees whose coverage expired after March 14th and before March 26th were automatically re-enrolled for a period of 90 days from their prior date of expiration
- All MAP and MAP BASIC enrollees whose coverage is scheduled to expire on or before May 31, 2020 were automatically extended by 90 days

What does this mean? MAP and MAP BASIC members with an end date after March 14th through May 31st had 90 days added to their coverage end date with no gap in coverage.

For Example:

- If the end date was 3/23/20 the new end date is 6/21/20
- If the end date is 4/23/20 the new end date is 7/22/20
- If the end date is 5/23/20 the end date is 8/21/20

Will Members get a new card with their new end date? No. Members will only get a new card once they go through the renewal process.

Did every MAP and MAP BASIC member with an end date during this time get their coverage extended? No, if a member's coverage was ended during this time period because they became eligible for or enrolled in other coverage; Medicaid, CHIP, Medicare or renewed and were no longer eligible they did not have their coverage extended.

How will I know if someone has active MAP or MAP BASIC if the card, they show me is expired? Providers should **always** check for active coverage on the date of service. A member's coverage could be different than what is on their card. Central Health will terminate active coverage if we find the member is enrolled in other coverage or is no longer eligible. The coverage dates on our eligibility portal should be your guide, not the card.

If you do not know how to verify MAP or MAP BASIC coverage talk to your Supervisor. Supervisors if you and your team need assistance accessing our eligibility verification portal please contact: ReShonda Gonzalez at ReShonda.Gonzalez@centralhealth.net



MAP				
Number of Individuals Applying by Month				
	Applicants	Enrollment	Pending	Denial*
Oct	6,241	4,066	235	1,940
Nov	5,068	3,212	224	1,632
Dec	5,546	3,555	259	1,732
Jan	6,584	4,212	341	2,031
Feb	5,366	3,482	209	1,675
Mar	8,149	3,496	2,207	2,446
Grand Total	36,954	22,023	3,475	11,456
Numbers of Individuals Applying by Week				
	Applicants	Enrollment	Pending	Denial*
Mar 1-7	1,484	996	60	428
Mar 8-14	1,402	885	83	434
Mar 15-21	2,037	920	456	661
Mar 22-28	2,337	537	1,128	672
Mar 29 - Apr 4	1,979	309	1,089	581
Total	9,239	3,647	2,816	2,776
*All Members of the household are included therefore denials include household members eligible for or enrolled in other coverage as well as applicants being over income or out of county				

MAP BASIC				
Number of Individuals Applying by Month				
	Applicants	Enrollment	Pending	Denial*
Oct	6,551	4,279	348	1,924
Nov	5,423	3,543	205	1,675
Dec	5,063	3,394	169	1,500
Jan	6,046	4,110	206	1,730
Feb	5,646	3,735	150	1,761
Mar	5,935	3,507	858	1,570
Grand Total	34,664	22,568	1,936	10,160
Number of Individuals Applying by Week				
	Applicants	Enrollment	Pending	Denial*
Mar 1-7	1,418	946	62	410
Mar 8-14	1,250	807	60	383
Mar 15-21	1,429	965	104	360
Mar 22-28	1,286	628	370	288
Mar 29 - Apr 4	1,291	407	607	277
Total	6,674	3,753	1,203	1,718
*All Members of the household are included therefore denials include household members eligible for or enrolled in other coverage as well as applicants being over income or out of county				

MAP and MAP BASIC

Number of Individuals Applying by Month

	Applicants	Enrollment	Pending	Denial*
Oct	12,792	8,345	583	3,864
Nov	10,491	6,755	429	3,307
Dec	10,609	6,949	428	3,232
Jan	12,630	8,322	547	3,761
Feb	11,012	7,217	359	3,436
Mar	14,084	7,003	3,065	4,016
Grand Total	71,618	44,591	5,411	21,616

Number of Individuals Applying by Week

	Applicants	Enrollment	Pending	Denial*
Mar 1-7	2,902	1,942	122	838
Mar 8-14	2,652	1,692	143	817
Mar 15-21	3,466	1,885	560	1,021
Mar 22-28	3,623	1,165	1,498	960
Mar 29 - Apr 4	3,270	716	1,696	858
Total	15,913	7,400	4,019	4,494

***All Members of the household are included therefore denials include household members eligible for or enrolled in other coverage as well as applicants being over income or out of county**

MAP/MAP BASIC Applications

Number of Individuals Applying by Month				
	Applicants	Enrollment*	Pending	Denial**
Oct	12,792	8,345	583	3,864
Nov	10,491	6,755	429	3,307
Dec	10,609	6,949	428	3,232
Jan	12,630	8,322	547	3,761
Feb	11,012	7,217	359	3,436
Mar	14,106	7,519	2,523	4,062
Apr (as of the 11th)	4,427	1,130	2,083	1,214
Grand Total	76,067	46,237	6,952	22,876
Number of Individuals Applying by Week				
	Applicants	Enrollment*	Pending	Denial**
Mar 1-7	2,902	1,942	121	839
Mar 8-14	2,653	1,700	134	819
Mar 15-21	3,468	1,937	503	1,028
Mar 22-28	3,636	1,502	1,151	983
Mar 29 - Apr 4	3,284	961	1,432	891
Apr 5-11	2,589	597	1,278	714
Total	15,943	8,042	3,341	4,560
*Enrollment numbers signify the number of individuals who applied in the given month or week and were later enrolled				
**All Members of the household are included therefore denials include household members eligible for or enrolled in other coverage as well as applicants being over income or out of county				



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REGULAR AGENDA ITEM 1d

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- d. Communications and outreach efforts and resources

Communications and Community Engagement Report: COVID-19 Reponse



CENTRAL HEALTH
HEALTH CARE FOR ALL

March-April 2020



CommUnityCare staff at North Central wearing face shields donated by Sunshades Tint & Sound.

In a pandemic that has forced most people to become more digitally connected, those who lack Internet access continue to be left behind. Through more innovative community engagement and outreach strategies, we have reached approximately **60,850** patients, MAP / MAP BASIC members and people with low income living in ZIP codes with a history of racial inequity.

Virtual Community Conversations

In English: **112** participants

In Spanish: **23** participants

Weekly Virtual Community Conversations:
Tuesdays and Thursdays
English 12-12:30 p.m. | Spanish 12:30 - 1 p.m.
More Info: @CentralHealthTX

Media Reach:

42,325

Website Page Views
17,681 users

5,924

YouTube Impressions
1,182 views

171,516

Twitter Impressions
85 Tweets

3,669

Facebook Likes
65 posts

1.3M

Online ads + social media
Impressions

Texting

500

Community members

Phone Calls

602 271

Total Calls

Reached

Facebook Groups

114

Faith-based Centers

12 Sharing information
with congregants

Direct Mail

60K families of color in
priority ZIP codes



centralhealth.net



@CentralHealthTX



MEMORANDUM

TO: Central Health Board of Managers
FROM: Ted Burton, Vice President of Communications
DATE: March 25, 2020
RE: Update on COVID-19 Communications and Outreach Response

Central Health is ensuring that our patients, uninsured residents of Travis County, and our staff, are receiving the most up-to-date information regarding COVID-19. Central Health's Communications Team is working closely with CommUnityCare (CUC) to share information through multiple platforms and channels – from grassroots outreach with patients and residents in our Eastern Travis County priority areas (e.g. via phone, video conference and email) to social media, earned media and paid media.

An excellent example of this integrated Enterprise approach between Central Health and CommUnityCare occurred Friday, March 20, when CUC made the very difficult decision of consolidating clinical services to protect the safety of patients, staff and the community, and move as many appointments as possible to telehealth. The Enterprise Team wrote and distributed a press release (English/Spanish) regarding the clinic changes and shot multiple videos for the media and for social media – all within a few hours. Simultaneously our outreach team began contacting residents to inform them of the changes and explain CUC's reasons behind this critical operational and healthcare delivery decision.

Communications

As of Monday, March 16, 2020, the Communications Team has produced three newsletters, more than 40 social media posts (English and Spanish), and 7 press releases (English and Spanish). Central Health also issued two task orders for communications support from vendors that are already part of our pre-certified vendor pool to expand staff capacity, assisting with creating content, placing paid social and digital/online media, and helping create a social media toolkit to be shared with external partners. Central Health's focus for all communications is Travis County's low-income/uninsured population, including people who may be recently unemployed due to COVID-19. All content is created in English and Spanish.

Paid social and digital media are focusing on our highest priority ZIP codes: 78758 (Rundberg), 78753 (Rundberg/Heritage Hills), 78741 (Montopolis), 78744 (Dove Springs), 78752 (St. John's), 78723 (MLK-183), 78724 (Colony Park/Hornsby Bend), 78617 (Del Valle), and 78745 (South Congress).

We have created a social media toolkit that lives on the Central Health website. This toolkit is accessible to all staff and stakeholders to help promote important messaging around COVID-19 such as clinic changes, hotlines, and services operations.



In addition to external communications and outreach, the Central Health Enterprise launched a company-wide intranet site using Microsoft SharePoint. This centralized hub of information houses up-to-date COVID-19 information and staff-specific resources such as Human Resources and Joint Technology updates.

Community Engagement & Outreach

In response to Mayor Adler and County Judge Eckhardt's recent order to cancel gatherings of 10 or more people to slow down the spread of the coronavirus, Central Health canceled in-person community and public meetings until further notice. Instead we are using other channels and platforms to stay engaged with the community including sending e-newsletters, hosting virtual community meetings (online), asking our Community Advisory Committees to share information with their networks, reaching out to residents by phone, using social media, media relations, and planning an upcoming Facebook Live event.

Action

None



Central Health Communications and Outreach Report COVID-19 Response

The following is a summary of Central Health's media relations, social media, and community outreach efforts as of March 16, 2020.

Media Relations - Published Press *Releases*

- [CommUnityCare Offers Curbside Pharmacy Services at Central Health Southeast Health & Wellness Center](#)
To ensure medication needs are met, CommUnityCare Health Center's Central Pharmacy is now offering curbside service at the Central Health Southeast Health & Wellness Center. CommUnityCare patients who need assistance with pharmacy refills may call 512-978-8139 if their regular pharmacy or home delivery isn't an option.
 - [En Español](#)

- [Central Health-funded CommUnityCare Offering Medical Appointments Over the Phone to Protect Safety of Patients, Staff, and Community](#)
CommUnityCare is offering patients medical appointments without leaving the safety of their home. Staff is currently calling and texting patients that already have scheduled appointments to determine whether or not they can occur by phone. Patients who have not heard from CommUnityCare about their scheduled appointments or are wanting to make an appointment should call 512-978-9015.
 - [En Español](#)

- [Central Health Medical Access Program \(MAP\) Begins Enrolling People By Phone Only](#)
In-person interviews for Central Health's Medical Access Program (MAP) have been suspended in response to the COVID-19 pandemic. All interviews will be conducted by telephone only beginning Monday, March 23. The number is 512-978-8130.
 - [En Español](#)

- [Central Health Board of Managers Meetings to be Held Via Teleconference](#)
To reduce possibility of infection as a result of in-person meetings, the board will meet via video/teleconference beginning with the Board of Managers meeting on Wednesday, March 25 until further notice. Members of the public may access the meeting by dialing toll-free 888-501-0031.
 - [En Español](#)

- [Central Health-funded CommUnityCare Announces Clinic and Service Changes in Response to COVID-19 Pandemic](#)
To better serve and protect both patients and health care workers during the COVID-19 outbreak, CommUnityCare Health Centers is consolidating services by temporarily closing some smaller, single-provider clinics.



- [Central Health-funded CommUnityCare Creates COVID-19 Hotline for Uninsured Travis County Residents](#)
CommUnityCare Health Centers launched a hotline staffed with medical professionals to triage uninsured Travis County residents experiencing coronavirus-like symptoms.
 - [En Español](#)
- [Central Health Makes Operational Changes in Response to COVID-19 to Protect Employees and Patients](#)
Central Health is following the guidance of Austin Public Health and changing its business operations. Changes include over-the-phone Medical Access Program (MAP applications instead of in-person).
 - [En Español](#)

Earned Media - COVID-19 News Coverage (see attached 14-day report)

- Central Health – 72 Mentions
- CommUnityCare – 102 mentions

Earned Media: COVID-19 News Coverage (Spanish)

- [Univision Facebook Live](#) – 29,000 views
- [Que Buena 104.3 FM Facebook Live](#) (Radio interview) – 851 views
- [107.7 Amor Facebook Live](#) (Radio interview) – 2,300 views
- [Univision 62](#) (Broadcast & Online): CommUnityCare Hotline
- [Univision 62](#) (Broadcast & Online): CommUnityCare Hotline/Uninsured/Non-US citizens
- El Mundo Newspaper
 - [Online](#)
 - [Newspaper Print](#)
 - [Keilah 106.5 Radio Interview](#)

Social Media - Facebook & Twitter

All social media posts are published in both English and Spanish. *Impressions* are the number of people who have seen the post. *Engagements* are the number of people who have shared, liked, or clicked the post. An archive of videos created for social media can be found here:

<https://bit.ly/3dqGIEd>.

Facebook

Messaging:



COVID-19 UPDATE

If you are **uninsured and have lost your job**, you may be eligible for one of Central Health's coverage programs, MAP or MAP BASIC.

512-978-8130

CENTRAL HEALTH

SÍNTOMAS DE COVID-19



FIEBRE



TOS



DIFICULTAD PARA RESPIRAR

Si demuestra estos síntomas, no tiene seguro o médico, llame a la LÍNEA DIRECTA DE COVID-19: 512-978-8775



- CommUnityCare telemedicine (video)
- ACA special enrollment periods for qualifying life events
- CommUnityCare Hotline for uninsured and patients experiencing symptoms
 - Video
 - Graphics
- Medical Access Program (MAP) for uninsured residents
 - Video
 - Graphics

Analytics:

- Number of posts: 23
- Impressions 106,237
- Engagements: 6,231

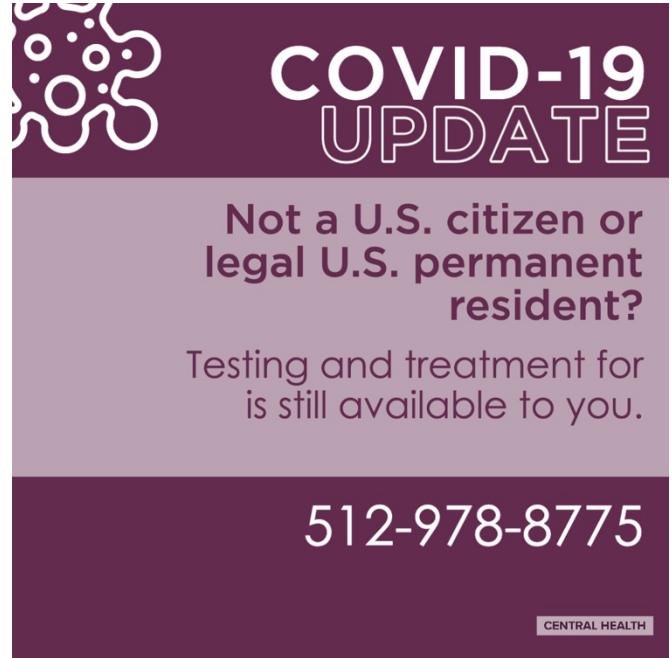


Messaging:

- *ACA special enrollment periods for qualifying life events*
- *CommUnityCare Hotline for uninsured and patients experiencing symptoms*
 - *Video*
 - *Graphics*
- *Medical Access Program (MAP) for uninsured residents*
 - *Video*
 - *Graphics*

Analytics:

- Number of Tweets: 27
- Impressions: 88,838
- Engagements: 1,766



Community Outreach - Eastern Travis County

We are committed to staying connected with the people we serve throughout Travis County during these uncertain times. We realize we will have to change the way we normally meet and communicate but communicating has never been more critical. In response to Mayor Adler and County Judge Eckhardt’s recent order to cancel gatherings of 10 or more people to slow down the spread of the coronavirus, we are canceling in-person community and public meetings until further notice. Below is a list of things we are doing to reach residents of Eastern Travis County.

1. We sent out two COVID-19 edition newsletters to all our Eastern Travis County contacts (approx. 450).
 - a. [Thursday, March 19](#)
 - b. [Friday, March 20](#)
2. We participated in a virtual community meeting on Monday, March 23.
3. We are encouraging members of our Advisory Committees to share Central Health’s social media pages to amplify our outreach (including faith-based leaders to share information with their congregants).
4. We are using Next Door, social media and earned media to share information specifically regarding people who are uninsured and/or do not have a doctor.
5. We are updating community advocates on a regular basis by phone of all our changes. Additionally, we started to join a monthly meeting convened by Hornsby Bend, Del Valle and Creedmoor advocates to address the lack of resources in these communities. On Monday, March 23, we joined their virtual meeting and listened to their concerns pertinent to COVID-19. In response to their concerns:



CENTRAL HEALTH

- a. We are putting together a list of resources that are available in each of these communities, along with clear messaging about how to get health care services by phone during the pandemic.
- b. We are setting up a meeting to ensure community advocates get clear answers to their concerns about the lack of health care services in these communities during the pandemic.
6. We are assembling a bilingual social media toolkit, which will live on the Central Health COVID-19 website.
7. We are planning a Facebook Live to discuss our COVID-19 rapid response. It will be in English and Spanish. We will invite our advisory committees beforehand and post the Facebook Live on all relevant Facebook groups so communities in Eastern Travis County can tune in.
8. We are also coordinating a paid social media and digital media initiative targeting our priority areas, focusing on the following ZIP codes:
 - a. **Highest concentration of patients (6,000)**
 - 78758 (Rundberg)
 - 78753 (Rundberg/Heritage Hills)
 - 78741 (Montopolis)
 - 78744 (Dove Springs)
 - b. **Second highest level (3,000-5,999)**
 - 78752 (St. John's)
 - 78723 (MLK-183)
 - 78724 (Colony Park/Hornsby Bend)
 - 78617 (Del Valle)
 - 78745 (South Congress)
9. We are discussing the possibility of a phone bank using our Community Health Workers.

Internal Communications



CENTRAL HEALTH

Launched dedicated intranet for Central Health Enterprise employees with organizational information, news updates, and other related COVID-19 information

- Chairperson Sherri Greenberg has contributed to our new *Wellness* section
- Daily news and media briefings from local news outlets

Created a special edition employee and Board newsletter about COVID-19

View this email in your browser
Be sure to click 'Download Images' above to see all of the images in this issue.

THE PULSE

The Central Health Enterprise E-Newsletter
Special Edition: COVID-19



The Central Health Enterprise recognizes the importance of continuity planning to ensure essential services are maintained in the event there is a serious disruption to our business operations resulting from a Coronavirus (COVID-19) outbreak. This special issue of *The Pulse* outlines important information, FAQ's and tips for all staff.



COVID-19 UPDATE

Business Continuity Plan

Every business and organization must plan for the worst, and Central Health is no different. Teams from across the Enterprise have continuity planning to make sure we can perform essential services during a crisis like the coronavirus (COVID-19) pandemic. A Business Continuity Plan (BCP) helps ensure we can still fulfill our mission - caring for Travis County residents with low income - in the event there is a serious disruption to our business operations. The Business Continuity Plan:



CENTRAL HEALTH

Our Vision

Central Texas is a model healthy community.

Our Mission

By caring for those who need it most, Central Health improves the health of our community.

Our Values

Central Health will achieve excellence through:

Stewardship - We maintain public trust through fiscal discipline and open and transparent communication.

Innovation - We create solutions to improve healthcare access.

Respect - We honor our relationship with those we serve and those with whom we work.

Collaboration - We partner with others to improve the health of our community.

BOARD OF MANAGERS

Emergency Meeting* in Response to COVID-19

April 16, 2020

**Email updates on COVID-19 sent to Board
of Managers**

Yanes, Briana

From: Mike Geeslin, President & CEO <communications@centralhealth.net>
Sent: Tuesday, April 14, 2020 9:01 PM
To: Yanes, Briana
Subject: Update from Mike Geeslin, Central Health President and CEO

[View this email in your browser](#)



CENTRAL HEALTH
HEALTH CARE FOR ALL

(Español abajo)

Dear Community Member:

Recent reports in other areas of the United States indicate that people of color, specifically African Americans, are disproportionately impacted by COVID-19. While Austin-Travis County Interim Health Authority Dr. Mark Escott [said Wednesday](#) that the racial breakdown of coronavirus patients in Travis County is consistent with county demographics - at least for now - Central Health is working with the Austin-Travis County Emergency Operation Center to ensure that our response to COVID-19 addresses racial disparities. Through our collaboration with our clinical providers, we are working on reaching communities of color and people with underlying health conditions that make them more susceptible to coronavirus.

Last week, Central Health and CommUnityCare hosted two Virtual Community Conversations (one [in English](#) and one [in Spanish](#)) to discuss our efforts to flatten the curve in partnership with other agencies. I am humbled every time we hear from community members who provide insight and hold us accountable.

We have learned many lessons as we respond to this unprecedented pandemic. People have provided on-point observations and criticisms. Every word is important, and we'll continue to improve in everything we are doing, from advance outreach, to advocacy and beyond.

A recent [University of Texas Report](#), which showed that Eastern Travis County is a vulnerable area for COVID-19 - given its high concentration of residents living in poverty - coupled with input and feedback from the community, helps inform and guide where we should focus our efforts during this pandemic. The information below outlines how the Central Health Enterprise is working to ensure communities of color aren't disproportionately impacted by COVID-19.

Re-Opening Clinics in Eastern Travis County

CommUnityCare's Hornsby Bend Health Center will re-open Wednesday, April 15.
CommUnityCare's Del Valle Health Center will re-open the week of April 20. CommUnityCare plans to re-open health centers in Manor and Community First! Village after that.

CommUnityCare will continue to work to open more clinics as long as there is available

staff and adequate PPE to protect patients and employees.

Additional Testing Sites in Eastern Travis County

CommUnityCare is expanding drive-up COVID-19 screening and testing to Eastern Travis County.

Drive-up testing will be offered Monday through Friday on a rotating basis in communities like Manor, Colony Park, Austin's Colony/Hornsby Bend, Del Valle, and Dove Springs. With invaluable input from residents, CommUnityCare is working to secure appropriate locations that are conveniently located with ample parking and electricity. The plan is to begin testing Friday, April 17, in Colony Park. CommUnityCare doesn't require an appointment, insurance or payment for testing.

Drive-up testing sites are dependent on the availability of test kits. CommUnityCare's drive-up testing site at Hancock Center, 41st and IH 35, will remain open six days a week.

For information about testing, call CommUnityCare's COVID-19 Hotline at **512-978-8775**.

Case management efforts and social support

Every patient who tests positive at CommUnityCare receives an initial call and at least one follow-up call to assess the status of the patient and their overall wellness. In addition to overall wellness, staff assess needs in the following areas: behavioral health, medications, equipment and supplies, food, housing, and transportation, among others. Case managers, social workers and community health workers embedded at CommUnityCare work with various social services partners to address needs of patients as they are identified.

Communication and targeted outreach



[View the most recent Communications and Community Engagement and Outreach Report.](#)

We are all in this together. The partnerships with community groups and other agencies are all important. Your feedback and advocacy boost our outreach efforts to reach people and communities most susceptible to COVID-19 complications. For Travis County, it's communities of color, those living in poverty with a history of under-resourcing that are most susceptible. While this is an unprecedented time, we will overcome and stay focused on delivering health care for those who need it most.

Sincerely,



President & CEO

[COVID-19 FAQ's](#)

[Share your feedback](#)

Estimado miembro de nuestra comunidad:

Los informes más recientes de otras áreas de Estados Unidos indican que las personas de color, específicamente los afroamericanos, se ven afectados de manera desproporcionada por el COVID-19. Aunque la autoridad sanitaria provisional para Austin-Condado de Travis, el Dr. Mark Escott, dijo el miércoles que el desglose racial de los pacientes de coronavirus en el Condado de Travis es consistente con la demografía del condado - por lo menos por ahora, Central Health está trabajando junto al Centro de Operaciones de Emergencia para Austin-Condado de Travis para asegurarnos que nuestra respuesta al COVID-19 tome en cuenta estas disparidades raciales. A través de nuestra colaboración con nuestros proveedores clínicos, estamos trabajando para llegar a las comunidades de color y a las personas con condiciones de salud subyacentes que las hacen más susceptibles al coronavirus.

La semana pasada, Central Health y CommUnityCare organizaron dos Conversaciones Comunitarias Virtuales - una [en inglés](#) y otra [en español](#) - para discutir nuestros esfuerzos en conjunto con otras agencias para aplanar la curva. Me siento honrado cada vez que escuchamos de miembros de nuestra comunidad que nos dan información e ideas y esperan les rindamos cuentas.

Hemos aprendido muchas lecciones mientras respondemos a esta pandemia sin precedentes. Varias personas han compartido críticas y observaciones muy certeras. Toda esta retroalimentación es importante, y en base a ella continuaremos mejorando en todo lo que hagamos, desde esfuerzos en divulgación, apoyo y más.

Un reciente [Informe de la Universidad de Texas](#), que demostró que el Este del Condado de Travis es un área muy vulnerable al COVID-19 - debido a la alta concentración de habitantes que viven en condiciones de pobreza - sumado a las opiniones y comentarios aportados por la comunidad, nos han ayudado a informar y guiar dónde debemos enfocar nuestros esfuerzos durante esta pandemia. La información a continuación define cómo el Sistema Central Health está trabajando para garantizar que las comunidades de color no sufran un impacto desproporcionado por el COVID-19.

Reabriendo las clínicas en el Este del Condado de Travis

El Centro de Salud de CommUnityCare en Hornsby Bend reabrirá sus puertas este miércoles 15 de abril. El Centro de Salud Del Valle de CommUnityCare reabrirá sus puertas la semana del 20 de abril. Nuestro plan es reabrir los centros de salud en Manor y Community First! Village después de éstos.

CommUnityCare continuará esforzándose para reabrir más clínicas siempre y cuando haya personal y equipo de protección personal adecuado para proteger a los pacientes y a los empleados.

Ubicaciones adicionales para evaluaciones en el Este del Condado de Travis

CommUnityCare está expandiendo las evaluaciones y pruebas de COVID-19 por ventanilla en el Este del Condado de Travis.

Las pruebas por ventanilla se harán de lunes a viernes, rotando entre comunidades tales como Manor, Colony Park, Austin's Colony / Hornsby Bend, Del Valle y Dove Springs. En base a las ideas e información que nos están compartiendo los habitantes, CommUnityCare está trabajando para asegurar ubicaciones. Nuestro plan es comenzar a hacer pruebas tan pronto como el viernes, 17 de abril, en Colony Park. CommUnityCare no requiere ni cita previa, ni seguro médico o pago alguno para estas pruebas.

Las pruebas por ventanilla dependen directamente de la disponibilidad de los materiales necesarios para hacerlas. La ubicación de pruebas por ventanilla del Centro de Hancock, entre la calle 41 y la 35, seguirá abierta seis días a la semana.

Para obtener más información, las personas pueden llamar al **512-978-8775**.

Esfuerzos de administración de casos y apoyo social

Todos los pacientes que resulten positivos en la clínica CommUnityCare recibirán una llamada inicial y por lo menos una llamada adicional de seguimiento para evaluar el estado del paciente y su bienestar general. Además de evaluar su condición general, la evaluación del paciente por lo general incluye identificar sus necesidades en las siguientes áreas: salud del comportamiento, medicamentos, equipo y provisiones, alimentación, vivienda, y transporte, entre otras. Los administradores de casos, trabajadores sociales y trabajadores de salud de la comunidad involucrados con CommUnityCare trabajan con varios colaboradores de servicios sociales para afrontar las necesidades de los pacientes conforme van siendo identificadas.

Comunicaciones y divulgación específica

RESPUESTA A COVID-19

COMUNICACIONES Y RELACIONES COMUNITARIAS

*EXTRACTO DEL INFORME DE RESPUESTA COVID-19



**MENSAJES DE TEXTO
500 CONTACTOS**



**12 CENTROS
RELIGIOSOS**



602 LLAMADAS



**114 GRUPOS
DE FACEBOOK**



CORREO A 60K FAMILIAS

[Consulte el último Informe de Comunicaciones, Participación Comunitaria y Divulgación.](#)

Estamos afrontando esta situación juntos. Nuestras asociaciones con grupos comunitarios y otras agencias son todas muy importantes. Su participación y apoyo aumentarán nuestros esfuerzos de alcanzar a todas las personas y comunidades más susceptibles a sufrir complicaciones derivadas del COVID-19. Para el Condado de Travis, esto significa aquellos más susceptibles, incluyendo a nuestras comunidades de color al igual que aquellos que viven en la pobreza, y que han experimentado una falta de recursos a través de los años. Aunque estamos viviendo tiempos sin precedentes, saldremos adelante y nos mantendremos enfocados en brindar atención médica a aquellos que más la necesiten.

Sinceramente,

Presidente & CEO



Website



Facebook



Twitter



YouTube



LinkedIn

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Austin, TX 78702

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Cavazos, Perla

From: Geeslin, Mike
Sent: Thursday, April 9, 2020 11:14 PM
To: Greenberg, Sherri (contact); Bell, Charles E. (Contact); Oliver, Julie (Contact); Valadez, Cynthia (contact); CYNTHIA VALADEZ; Zamora, Guadalupe (contact forward); Maram Museitif; Jones, Shannon (Contact); juliezuniga4@gmail.com
Cc: Burton, Ted; Cermak, Megan; Crowley, Monica; Morgan, Jonathan; Clark-Leach, Sarita; Knodel, Jeff; Cavazos, Perla; Yanes, Briana
Subject: Board Update Week of 6 April 2020
Attachments: 2020.04.09 Board Response & Report 4.9.2020.pdf; 2020.04.09 Comm report.pdf
Importance: High

Preface – See Attached Documents

Good evening. This weekly update addresses many of the issues that have been developing over the past 48 hours. This update is lengthy, and there remain several issues and ideas communicated by members of the Board of Managers (Managers) that, upon further staff review, necessitate a real-time discussion at a full Board meeting. Such discussion will assist staff with developing the appropriate response or recommendations.

The information in this evening's update was compiled and drafted by several staff, most of whom are copied in this email. If I have inadvertently left anyone off, please accept my apologies.

Situation and data trends hold for about 1 – 2 days; meaning, the daily tasks and understanding of the pandemic evolves about every 24-48 hours. With such rapid developments, Chair Greenberg has asked for Board report formats to be an agenda item, pending final agenda review and posting.

Lastly, as a reminder, Central Health is operating under a Business Continuity Plan, which is a basic plan of operation that covers critical functions in times of business disruption. This plan allows us to:

- Provide certain shared operations in support of Community Care and Sendero
- Process financial and procurement transactions
- Provide government relations support and monitor public policy responses to the pandemic
- Perform the enrollment, care coordination, and daily management functions of the Medical Access Programs (MAP and MAP-Basic)
- Provide comprehensive community outreach and education (a more detailed report is attached to this email)
- Continue work on longer-term solutions for Eastern Travis County
- Engage in the locally coordinated efforts of the Emergency Operations Center (EOC).
 - These efforts require an intense dedication of resources; however, we are cautious not to duplicate work that would otherwise dilute efforts to help those we serve.
 - We are using the EOC to request better demographic data (including demographics for forthcoming hospitalization data) and advocate for support of primary care.

It is very important that you read the attached documents. This will help in understanding the pandemic response and assist with conveying information.

Thank You,
Mike

Mike Geeslin – President & CEO
mike.geeslin@centralhealth.net

Phone: 512.978.8000



1111 E. Cesar Chavez St. Austin TX 78702 – www.CentralHealth.net - @CentralHealthTX

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Central Health Enterprise COVID-19 Response for Communities of Color; People with Chronic Conditions

Recent data from the University of Texas indicates that people of color, specifically African Americans, are disproportionately impacted by COVID-19. While this is no surprise given the long history of systemic racism across the United States, Central Health is ensuring that our response to COVID-19 is culturally relevant and that through our collaboration with our clinical providers, we are intentional in the way we reach communities of color and people with underlying health conditions that make them more susceptible to coronavirus.

As our collective response to COVID-19 evolves, we continue to operate under 3 guiding principles:

1. Central Health is working closely with the joint City of Austin-Travis County Emergency Operations Center as well as with CommUnityCare Health Centers. These partnerships are important - more so now than ever - and can make our response as coordinated and effective as possible.
2. Given our statutory obligation, we have and will continue to serve in a support role to CommUnityCare.
3. As gaps and needs are brought to our attention, especially in regard to people with low income and no insurance, we are stepping in to fill gaps in coordination with our partners.

Communication and Targeted Outreach

Below is a summary of our efforts since we shared a Communications, Community Engagement and Outreach Report with the Board of Managers on [March 25, 2020](#).

1. Community Outreach

- a. Our community outreach workers made 602 phone calls to MAP/MAP BASIC members in priority areas (reaching 271) to talk to them about COVID-19 and how to access care and coverage during the pandemic.
- b. Our community outreach team has been sharing information regarding COVID-19 and how to access care and coverage during the pandemic on 114 different community Facebook groups and pages.
- c. We have compiled a list of health care (including mental health), transportation and food resources specific to every community and have shared far and wide. More: CentralHealth.net/COVID19.
- d. We are communicating with Faith-based centers that reach people of color in Eastern Travis County to share information regarding COVID-19 with congregants.

- i. Northeast Travis County (Colony Park & Manor)
 - 1. New Hope Missionary Baptist Church
 - 2. Greater Mount Zion Church
 - 3. Church of Christ at Eastside
 - 4. Holy Cross Catholic Church
 - 5. David Chapel Missionary Baptist Church
- ii. Southeast Travis County (Creedmoor & Del Valle)
 - 1. Pleasant Valley Missionary Baptist Church
 - 2. Center Union Missionary Baptist Church Creedmoor
 - 3. Austin Eastview Church of God
 - 4. San Juan Diego Catholic Church
 - 5. San Francisco Javier Catholic Church
- iii. Hornsby Bend
 - 1. Santa Barbara Catholic Church
 - 2. Hornsby Bend Assembly of God

2. Community Engagement

- a. We are encouraging members of our Advisory Committees to share Central Health’s social media pages to amplify our outreach (including faith-based leaders to share information with their congregants).
- b. We are updating community advocates on a regular basis by phone of all our changes. Additionally, we started to join a monthly meeting convened by Hornsby Bend, Del Valle and Creedmoor advocates to address the lack of resources in these communities.
- c. Following the advice of Eastern Travis County advocates, we held 2 Virtual Community Conversations (one in English; one in Spanish) on Wednesday, April 8. More than 100 people attended the English teleconference, and more than 20 people attended the one in Spanish. We plan on holding regular Virtual Community Conversations during the pandemic.

3. Marketing

CommUnityCare is increasing awareness and education to targeted patients who are chronically ill, patients with specific diagnoses that make them vulnerable to COVID-19, including African Americans and Latinx who may be disproportionately impacted by COVID-19. This allows Central Health's care management, communications and outreach staff to focus on patients and community members who are not served by CommUnityCare but who may be disproportionately impacted by COVID-19.

- a. **Direct Mail.** Central Health/CommUnityCare's marketing efforts will include a direct mail campaign to MAP and MAP Basic members (approximately 50-60,000

people), and patients and people with low income living in the following priority ZIP codes.

i. **Highest concentration of patients (6,000)**

78758 (Rundberg)

78753 (Rundberg/Heritage Hills)

78741 (Montopolis)

78744 (Dove Springs)

ii. **Second highest level (3,000-5,999)**

78752 (St. John's)

78723 (MLK-183)

78724 (Colony Park)

78725 (Hornsby Bend)

78617 (Del Valle)

78745 (South Congress)

4. Advertising

Central Health is working with Belmont Icehouse on a paid media initiative that targets the above-mentioned ZIP codes with online advertising and paid social media. All ads are produced in English and Spanish.

a. Belmont Icehouse Advertising COVID- 19 paid media campaign:

i. Facebook ads: 2 creative message versions; English and Spanish (4 versions total)

ii. Digital Display banners (static): 6 banners; 2 creative message versions; English and Spanish

iii. Targeting:

1. Geography | Travis County and Eastern Travis County

2. Language | English and Spanish

3. Audience | Current Patients and Non-patients with low income

5. Public Relations

Central Health is working with Hahn Public and Cultural Strategies on public relations and radio advertising about COVID-19. The engagement includes:

iv. Earned media placements

v. Social media posting and monitoring

vi. Social content analytics and recommendations

- vii. Radio Buy
 - 1. KKMJ-FM - (English Station) African American 12 % Average Composition, Hispanic 44.7 % Average Composition
 - 2. KLQB-FM - (Spanish Station) African American .50 % Average Composition, Hispanic 91.90 % Average Composition
 - 3. KKMJ-FM HD3 - (English Station) African American 20.8 % Average Composition, Hispanic 62.7 % Average Composition
 - 4. KLJA-FM - (Spanish Station) African American 0 % Average Composition, Hispanic 96.8 % Average Composition

Contact Tracing and Data Sharing Agreements

At the end of March, Central Health and CommUnityCare proactively offered to help Austin Public Health (APH) with contact tracing efforts. Central Health identified 11 staff members with the training and capacity to support this work. CUC had already begun to build a contact tracing process for patients it tests that receive a positive diagnosis.

Since that time, CUC has become the largest community screening and testing sites for COVID-19 with a focus on providing a resource for providers to use for screening and testing for symptomatic low income and uninsured individuals.

CUC, through its CMO, Dr. Alan Schalscha has begun working with Dell Medical School and APH to coordinate and align contact tracing processes and protocols. In order to facilitate this alignment and focus our resources on the communities that Central Health and CUC collectively serve, Central Health would like for its available staff to support APH's efforts by working with CUC on contact tracing.

We are currently working to contract with APH as service providers so that we might share data that allows us to provide these contract tracing services in a coordinated and aligned manner across our communities.

Case management efforts and social supports

Initial COVID-19 response efforts were focused on testing and meeting the immediate clinical needs of our patients. Now that initial response efforts are beginning to stabilize, provider organizations are refining and improving their approach to COVID-positive patients, those presumed positive, and patients who are identified as high risk related to COVID-19 complications.

Every patient who tests positive at CommUnityCare receives an initial call and at least one follow-up call to assess the status of the patient and their overall wellness. In addition to overall wellness, patient assessments generally include identification of needs in the following areas:

behavioral health, medications, equipment and supplies, food, housing, and transportation, among others. Case managers, social workers and community health workers embedded at CommUnityCare work with various social services partners to address needs of patients as they are identified.

CommUnityCare is currently working to enhance its processes and referral protocols with Central Texas Food Bank for patients requiring food assistance in order to effectively self-quarantine or otherwise related to COVID-19 response.

Central Health care management staff provide back-up support to CommUnityCare as needed (e.g. delivery of food to a patient's home identified with a food insecurity).

There is a larger coordinated emergency feeding response being led by the Office of Sustainability working in close partnership with Austin Public Health, COA Economic Development Department, Travis County HHS, the city's Emergency Operations Center, and the City Manager's Office to coordinate an emergency feeding response. The group is also working to develop a longer-term strategy for addressing the anticipated increase in food access needs throughout our community. View map [here](#) for a comprehensive list of food access points including hours of operation.

Next steps in addressing disparities

CommUnityCare is working quickly to stand up a team to deliver screening and testing in Eastern Travis County through a mobile medical unit. This mobile medical unit will deliver services 5 days a week throughout Manor, Colony Park, Austin's Colony, Hornsby Bend, Dell Valle, and Dove Springs. **Please note this is solely dependent on maintaining the needed testing supplies.*

Additional Funding for Communications and Outreach

Yesterday, April 8, CommUnityCare received notice from Health Resource Services Administration (HRSA) that it received the largest grant of any FQHC in Texas under the CARES Act. The award is at least in part related to the large number of uninsured patients served by CommUnityCare. This award enhances CommUnityCare's ability to both respond to the coronavirus pandemic and to support other patient related revenue losses that result from COVID-19 mitigation measures. The award provides flexibility in how the CARES funding is used to support the detection of coronavirus and the prevention, diagnosis, and treatment of COVID-19. CommUnityCare is proposing using some of its additional funding to increase awareness and education to targeted populations served by CommUnityCare or that could be served by CommUnityCare including patients who are chronically ill, patients with specific diagnoses that make them vulnerable to COVID-19 impact, African American and Latinx

populations who may be disproportionately impacted by COVID-19. Finally, the award allows Central Health Care Management staff and Communications and Outreach staff to focus on making sure that patients and community members who are not served by CUC but who are otherwise MAP or MAP-Basic patients or members of communities who may be disproportionately impacted by COVID-19 receive the above messages.

Central Health Board Report Week of 6 April 2020

From Staff Reports

What our data is showing

When reviewing close to real time epidemiological data, keep in mind that the data is subject to revisions over short periods of time. As of April 8, 2020, there were:

- 597 confirmed cases of COVID-19 in Travis County.
 - Race/ethnicity breakdowns for confirmed cases are: Hispanic* 33% African American 8% Asian 5% White 54% Other <1% * People who identify as Hispanic may also identify as Black, White or Asian.
 - 75% of the confirmed cases were associated with 19 Travis County zip codes. See <http://www.austintexas.gov/covid19> for interactive maps of zip code data. Darker colors represent higher numbers.
 - Numbers of confirmed cases in the 19 zip codes range from counts of 11 to 55.
 - It is too early to fully measure the effect of social distancing and other efforts
- Effect on MAP and MAP-Basic Populations. Of the 19 zip codes containing 75% of confirmed cases, the percentages of MAP members residing in the 19 zip codes by race and ethnicity are:
 - Asian 62% African American 58% Hispanic* 67% White 65% (e.g., read as “58% of the total MAP/MAP-B population that is African American are living in the 19 zip codes that have 75% of the cases)
- The number of reported cases relative to Travis County zip codes is currently too small to assume that communities will be impacted at the same rate two months from now as they are today.
- Central Health will continue to monitor these trends and other data we are working to procure, and actively identify and address disparities related to the diagnosis or care for our population.

Contact Tracing and Data Sharing Agreements

At the end of March, Central Health and Community Care (CUC) proactively offered to help Austin Public Health (APH) with contact tracing efforts. Central Health identified 11 staff members with the training and capacity to support this work. CUC had already begun to build a contact tracing process for its tested patients that receive a positive diagnosis.

Since that time, CUC has become one of the largest community screening and testing sites for COVID-19. This rapidly deployed effort is a resource for symptomatic persons who are low income and uninsured.

CUC, through its CMO, Dr. Alan Schalscha, has begun working with Dell Medical School and APH to coordinate and align contact tracing processes and protocols. In order to facilitate this alignment and focus our resources on the communities that Central Health and CUC collectively serve, Central Health will lend the 11 staff members to CUC’s effort that will in turn support the APH contact tracing.

As part of the contact tracing, Central Health is working to contract with APH as service providers. This contract will enable data sharing that allows us to provide these contract tracing services in a coordinated and aligned manner across our communities.

Case Management Efforts and Social Supports; High-Risk Populations

Initial COVID-19 response efforts were focused on testing and meeting the immediate clinical needs of our patients. Now that initial response efforts are beginning to stabilize, provider organizations are refining and improving their approach to COVID-positive patients, those presumed positive, and patients who are identified as high risk related to COVID-19 complications.

Every patient who tests positive at CUC receives an initial call and at least one follow-up call to assess the status of the patient and their overall wellness. In addition to overall wellness, patient assessments generally include identification of needs in the following areas: behavioral health, medications, equipment and supplies, food, housing, and transportation, among others. Case managers, social workers and community health workers at CUC work with various social services partners to address needs of patients as they are identified. Non-CUC patients who do not have coverage but utilized the testing site are also contacted by a social worker and referred to needed community resources, in addition to referral to MAP eligibility services.

CUC is currently working with Central Texas Food Bank, Meals on Wheels and Good Apple for patients requiring food assistance in order to effectively self-quarantine or otherwise related to COVID-19 response. Central Health care management staff provide back-up support to CUC as needed (e.g. delivery of food to a patient's home identified with a food insecurity).

There is a larger coordinated emergency feeding response being led by the Office of Sustainability working in close partnership with Austin Public Health, COA Economic Development Department, Travis County HHS, the city's Emergency Operations Center, and the City Manager's Office to coordinate an emergency feeding response. The group is also working to develop a longer-term strategy for addressing the anticipated increase in food access needs throughout our community. View map link [here](#) for a comprehensive list of over 50 food access points including hours of operation.

Communication and Targeted Outreach

Below is a summary of our efforts since we last shared a Communications, Community Engagement and Outreach Report with the Board of Managers on [March 25, 2020](#).

Community Outreach

- Our community outreach workers made 602 phone calls to MAP and MAP-BASIC members in priority areas (reaching 271) to talk to them about COVID-19, and how to access care and coverage during the pandemic.
- Our community outreach team shared information regarding COVID-19 and how to access care and coverage during the pandemic on 114 different community Facebook groups and pages.
- We compiled a list of health care (including mental health), transportation and food resources specific to every community and have shared far and wide. More: CentralHealth.net/COVID19.
- We are communicating with faith-based centers that reach people of color in Eastern Travis County to share information regarding COVID-19 with congregants. Please see the attached communications report for a complete list of faith-based centers.

Community Engagement

- We are encouraging members of our Advisory Committees to share Central Health’s social media pages to amplify our outreach (including faith-based leaders to share information with their congregants).
- We are updating community advocates on a regular basis by phone regarding all service related changes. Additionally, we started to join a monthly meeting convened by Hornsby Bend, Del Valle and Creedmoor advocates to address the lack of resources in these communities.
- Following the advice of Eastern Travis County advocates, we held 2 Virtual Community Conversations (one in English; one in Spanish) on Wednesday, April 8. More than 100 people attended the English teleconference, and more than 20 people attended the one in Spanish. We plan on holding regular Virtual Community Conversations during the pandemic.

Marketing

CUC is increasing awareness and education to targeted patients who are chronically ill, and patients with specific diagnoses that make them vulnerable to COVID-19, including African Americans and Latinx who may be disproportionately impacted by COVID-19. This allows Central Health's care management, communications and outreach staff to focus on patients and community members who are not served by CUC but who may be disproportionately impacted by COVID-19.

Direct Mail

CentralHealth and CUC’s marketing efforts will include a direct mail campaign to MAP and MAP-Basic members (approximately 50,000-60,000 people). The target of this campaign is patients and people with low income living in the priority ZIP codes. Please see the attached communications report for a complete list of ZIP codes.

Advertising

Central Health is working with Belmont Icehouse on a paid media initiative that targets the above mentioned ZIP codes with online advertising and paid social media. All ads are produced in English and Spanish. The paid media campaign includes Facebook ads and digital display banners.

Public Relations

Central Health is working with Hahn Public and Cultural Strategies on public relations and radio advertising about COVID-19. The engagement includes earned media placements, social media posting and monitoring, social content analytics and recommendations and radio buys on KKMJ-FM, KLQB FM, KKMJ-FM HD3, KLJA-FM. Sponsorship of “Central Health Talks” on KAZI will continue.

Next Steps in Addressing Disparities

CUC is working quickly to stand up a team to deliver screening and testing in Eastern Travis County through a mobile medical unit. This mobile medical unit will deliver services 5 days a week throughout

Manor, Colony Park, Austin's Colony, Hornsby Bend, Del Valle, and Dove Springs. ****Please note this is solely dependent on maintaining the needed testing supplies.***

CUC received notice that it would receive \$3,676,220 of Health Center Coronavirus Aid, Relief, and Economic (CARES Act) funding. The CARES Act award requires that Travis County Health Care District submit a written budget narrative and justification to the Health Resources and Services Administration by May 3, 2020 detailing how these funds will be used. Given the recency of the award, CUC has begun developing its budget justification and narrative which will be reviewed by the CUC Board of Directors in accordance with the US Health Resources & Services Administration (HRSA) guidelines.

The federal notice of award (NOA) provided by HRSA indicates that the Health Center CARES grant funds may be used in a variety of ways including:

- Ensuring patient and health center personnel safety and otherwise minimize COVID19 exposure within the health center and in other locations where the health center personnel are delivering in-scope services on behalf of the health center;
- Addressing emergent COVID19 issues to meet the health needs of the population served by the health center, including expanding the use of telehealth to support virtual assessment and monitoring of COVID19 symptoms, and testing and laboratory services; and
- Restoring, sustaining, and strengthening health center capacity and staffing levels, including hiring new, reemploying and/or contracting personnel, as well as supporting the reassignment of personnel resources; among other related uses. In reviewing these options, CUC administration expects that most of this grant award will be used to support the continuance of staffing thereby allowing CUC to maintain and increased its health center capacity across the community throughout the pandemic.

Unfortunately, CUC has already experienced a significant decrease in third party reimbursement opportunities compared to its budgeted revenues as a result of lower patient demand. More specifically, during the period of March 9 through April 8, 2020 CUC realized \$3.1M less in budgeted patient derived revenue. This revenue loss was not offset by expense reductions as CUC maintained its full staff in order to timely and appropriately respond to the pandemic including establishing a community hotline, the drive-thru testing site, and to secure PPE well above normal budget levels. This revenue loss would have been much worse had CUC not transitioned many of its services via to telehealth noting that CUC is now providing about 60% of its normal services compared to budget with about 73% of these services being provided via telehealth.

The maintenance of existing capacity has been critically important to the CUC response to coronavirus and to responding to the community's evolving needs. That stated, and not knowing when the pandemic will end, CUC is currently projecting significant funding shortfalls related to its budgeted revenues as a result of the pandemic. CUC's Finance Department is developing a financial impact analysis that will also serve as the basis for future discussions with Central Health.

In addition to maintaining CUC's health center capacity, CUC expects to budget funds from this federal grant award to:

1. To increase awareness and education to targeted populations served by CUC or that could be served by CUC including patients who are chronically ill, patients with specific

diagnoses that make them vulnerable to COVID-19 impact, including, but not limited to homeless individuals, African American and Latinx populations who may be disproportionately impacted by COVID-19.

2. To cover the cost of transportation expenses provided to Health Center patients needing assistance to testing and treatment facilities.
3. To support the expanded use of telehealth to include virtual assessment and monitoring of COVID-19 symptoms.

Finally, these funds have been awarded for the period of April 3, 2020 through March 31, 2021

###

Cavazos, Perla

From: Cavazos, Perla
Sent: Thursday, April 2, 2020 5:26 PM
To: Greenberg, Sherri (contact); Bell, Charles E. (Contact); Valadez, Cynthia (contact); Oliver, Julie (Contact); Zamora, Guadalupe (contact forward); Maram Museitif; Zuniga, Julie A; Jones, Shannon (Contact)
Cc: Geeslin, Mike; Yanes, Briana; Burton, Ted; McDonald, Stephanie; Crowley, Monica; Knodel, Jeff; Owens, Lisa; Lamp, Steven; Morgan, Jonathan; Willars, Susan Lara; Clark, John; Cermak, Megan; Fournier, Jaeson; Camarena, Yvonne; Balthazar, Matt; Durkalski, Wesley; Kit Abney Spelce (Kit.AbneySpelce@centralhealth.net); Saavedra, Monica
Subject: Informational: Central Health Enterprise Update on COVID-19 and constituent resources
Attachments: 3.25.20_Unified_Message_Uninsured_V15.docx

Dear Central Health Board of Managers,

I hope each of you is staying physically and emotionally healthy during these challenging times. I'm writing to provide a COVID-19 update from the Central Health Enterprise. Please let me or Briana Yanes know if you have questions.

Central Health/MAP Program Update

Community & Elected Official Outreach:

- Central Health and CommUnityCare are committed to ensuring people living in Travis County without insurance or a medical provider have access to coronavirus disease (COVID-19) testing and treatment. We are hosting a Virtual Community Conversation Facebook Live about our response to the COVID-19 pandemic. The meeting is Wednesday, April 8, from 11 a.m. - 12 p.m. [RSVP](#)
- Visit CentralHealth.net/COVID19 for more information about our COVID-19 response. For a complete list of area resources, visit austintexas.gov/covid19.
- An email update (scroll down for a copy) went out to about 300 elected officials and other government officials in Travis County. The attached document with Central Health Enterprise efforts was also shared with elected officials.

MAP:

- The boards of Central Health and CCC recently approved automatic extension of MAP coverage.
- The Eligibility Business Process Team and Network Sciences are in the final stages of reviewing and testing of the extensions. If all goes well the extensions could be programmed and released this week. Please do not share this information until we notify you that the extensions are finalized.
- We expect that 16,033 individuals will have their coverage extended for 90 days (9,060 MAP Members and 6,973 MAP BASIC Members).
- MAP applications are being taken online, by mail and by telephone. There are no more in-person appointments except for people experiencing homelessness, who are being served at SEHWC. We are averaging about 6-8 walk-ins a day at SEHWC - not all are homeless, but everyone still receives assistance.
- Eligibility staff at the SEHWC are being provided PPE (personal protective equipment) by CUC.
- We are also calling MAP/MAP BASIC members living in Eastern Travis County and sharing resources with them regarding healthcare, food, and transportation.
- MAP applications are increasing, and preliminary numbers indicate:
 - In the first two weeks of March (3/2 – 3/14) = 2,884 individual applied for MAP, and
 - In the second two weeks of March (3/16 – 3/27) = 4,434 individuals applied.
- These are preliminary MAP numbers and we will report official data for March as it becomes available.

CUC Update

- CUC is accepting donations of PPE for their health centers and FQHCs across the state.

- CUC is now serving 75% of patients through telehealth and reporting high satisfaction by both providers and patients.
- CUC continues to remain as the only community facing drive through testing location. They can test 100 individuals a day and are currently averaging 50 tests per day through the drive thru.
- The external COVID Hotline is receiving about 225 calls per day, 65% of which are patients seeking information only.

Sendero Update

- Sendero Health Plans announced yesterday that the company's Board of Directors voted to waive all costs to its members for treatment of COVID-19 with in-network providers. Press release: <https://www.prnewswire.com/news-releases/sendero-health-plans-becomes-first-austin-area-affordable-care-act-health-plan-to-waive-cost-sharing-for-covid-19-treatment-301033568.html>

Sincerely,

Perla Cavazos – Deputy Administrator

perla.cavazos@centralhealth.net

Office: 512.978.8194

Mobile: 512.736.4485

Fax: 512.978-8156

From: Cavazos, Perla <Perla.Cavazos@centralhealth.net>

Sent: Tuesday, March 31, 2020 8:46 PM

To: Cavazos, Perla <Perla.Cavazos@centralhealth.net>

Subject: Central Health Update on COVID-19 and constituent resources

Good evening. I hope you and your family are doing well and staying healthy while we face the challenging impacts of COVID-19 in our community.

I am writing to let you know how COVID-19 is impacting Central Health's operations during these unprecedented times, what we are doing to connect people with low income to health coverage, medical care, and testing, and how you can help.

Communications/Community Engagement/Outreach

- Central Health is ensuring that our patients, Travis County residents without insurance, and our staff, are receiving the most up-to-date information regarding COVID-19. I'm attaching a summary of our efforts and important information you can share with constituents.

Protecting patients, staff and the community: Medical care

- On March 23, Central Health-funded CommUnityCare Health Centers began offering patients at-home medical appointments by phone. **People can call 512-978-9015 to schedule a medical visit by phone.**
- By caring for patients over the phone (e.g. telehealth), we can limit potential COVID-19 exposure for patients, staff, and our community—and ultimately help slow the spread of this disease. The addition of telehealth visits and decrease of in-person appointments also helps conserve personal protective equipment (PPE) which is in limited supply across the country.

Protecting patients, staff and the community: COVID-19 Hotline

- **People experiencing COVID-19 symptoms who are uninsured and do not have an established doctor can call the CommUnityCare COVID-19 Hotline at 512-978-8775** for guidance. Medical professionals answer the phones and triage callers to prevent them from going directly to a clinic, urgent care, or emergency department.

Protecting patients, staff and the community: Pharmacy

- **CommUnityCare patients can order their prescription to be mailed by calling 512-978-9011.**
- This is a free service for CommUnityCare patients. Central Health Southeast Health and Wellness Center at 2901 Montopolis Drive also offers curbside pickup (30-day supply) if prescriptions by mail is not an option. Pharmacy Days/Hours are Monday – Friday; 8 a.m. – 5 p.m.

Protecting patients, staff and the community: Health coverage

- As a result of collective efforts to minimize the spread of COVID-19, many Travis County residents are losing jobs and health insurance. Those affected may be eligible for local health coverage programs such as the Medical Access Program (MAP), MAP-BASIC, Medicaid, or Children’s Health Insurance Plan (CHIP). **Travis County residents can call Central Health at 512-978-8130 for assistance.**
- MAP applications may also be downloaded from www.centralhealth.net/covid19 in English and Spanish, completed, and submitted to Central Health in the following ways:
 - **By Mail:** Medical Access Program, PO Box 300489, Austin TX 78703
 - **By Fax:** 512-776-0457
 - **By Email:** mapdocs@centralhealth.net (Note: applications and documents sent through a client’s email may not be secure)

How YOU can help: Donations of masks and sharing information with your constituents

- CommUnityCare Health Centers is now taking donations of masks and other medical personal protective equipment (PPE). If you would like to make a donation, please contact Monica Saavedra at 512-978-9035.
- Also, health care agencies in cities across the United States, including Austin, are running low on personal protective equipment (PPE). The [Austin Disaster Relief Network](#) (ADRN) is partnering with the [Austin Emergency Management](#) (HSEM) and [Austin Public Health](#) departments to facilitate collection of protective gear from the public at four locations through March 28. ADRN will ensure all supplies get to the appropriate sources. All donations are tax deductible. For more information and list of supplies needed, please call (512) 825-8211 or visit <https://bit.ly/3djhceF>.
- To keep up with the latest COVID-19 (coronavirus) information from Central Health, visit <https://www.centralhealth.net/covid19/>. This website has a social media kit (English/Spanish) with important messaging and graphics you can share with your constituents in Travis County who are low income and uninsured. Please help us spread the word.
- Finally, Central Health is compiling a list of community resources including information about food, transportation, employment and more. We will send this list to you and post it on Central Health’s website, social media platforms, and share it with our partners as soon as it’s completed.

Thank you for your leadership and support during these challenging times. Let me know if there is any additional information I can provide.

Sincerely,
Perla Cavazos – Deputy Administrator
Central Health

perla.cavazos@centralhealth.net

Phone: 512.978.8194

Cell: 512.736.4485

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Cavazos, Perla

From: Geeslin, Mike
Sent: Friday, March 20, 2020 8:01 AM
To: Greenberg, Sherri (contact); Bell, Charles E. (Contact); Oliver, Julie (Contact); Valadez, Cynthia (contact); CYNTHIA VALADEZ; Maram Museitif; Jones, Shannon (Contact); juliezuniga4@gmail.com; Zamora, Guadalupe (contact forward)
Cc: Burton, Ted; Cavazos, Perla; Clark, John; Crowley, Monica; Knodel, Jeff; McDonald, Stephanie; Morgan, Jonathan; Willars, Susan Lara; Lamp, Steven; Gummert, Holly (contact); Owens, Lisa; Cermak, Megan; Williams, Marta; Yanes, Briana; Farris, Emily
Subject: COVID 19 Updates - High Importance - Clinical Changes - Informational

Board Members –

Today you will receive email updates regarding the fast-changing response to the coronavirus. This first update pertains to necessary clinic consolidations. Community Care's decisions were made in consultation with Central Health and in accordance with pandemic and care protocols.

In brief, beginning Monday, March 23, the following Community Care sites will be temporarily closed:

- Austin OB/GYN (OB) Manor
- Austin OB Riverside
- Carousel Pediatrics May's Crossing
- Del Valle Health Center
- Hornsby Bend Health Center
- Manor Health Center (for the next few weeks, status might change)
- Ben White Dental Clinic. Other dental operations remain open, with elective and preventative procedures postponed; only acute and urgent care will be provided.

These decisions were based on several criteria, the principle among them being the need to:

- Screen people entering the clinical facilities.
- Maintain a designated COVID-19 team at each site to further evaluate patients with symptoms
- Isolate and not use an exam room for 50 minutes to allow for proper cleaning if a patient might have coronavirus. Not utilizing exam rooms is difficult, and has health consequences, at smaller sites given limited waiting and exam rooms.
- Conserve personal protective equipment (PPE). THIS IS A HIGH PRIORITY, given the national shortage. Limiting the number of sites that need PPE allows for better conservation.

Next Steps: Central Health is supporting Community Care with communications and media. Media and mass outbound communications will commence today regarding these temporary closures. Additionally, we will provide information regarding **telemedicine**, and the community-wide shift to using telephone visits with providers as much as possible to conserve critical space and supplies.

If you have any questions or concerns, please contact myself or Briana via email. We will route your questions and get answers as soon as possible. Please, do not call your contacts at Community Care or the

Communications Team. We are moving fast and using all of our team members and our community network to inform and respond to inquiries. This gives Community Care and others the space to focus on operations.

Mike

Mike Geeslin – President & CEO

mike.geeslin@centralhealth.net

Phone: 512.978.8000

Emily Farris – Senior Project Manager

Executive Office of Mike Geeslin, President & CEO

emily.farris@centralhealth.net

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Cavazos, Perla

From: Geeslin, Mike
Sent: Friday, March 20, 2020 11:02 AM
To: Greenberg, Sherri (contact); Bell, Charles E. (Contact); Oliver, Julie (Contact); Valadez, Cynthia (contact); CYNTHIA VALADEZ; Maram Museitif; Jones, Shannon (Contact); juliezuniga4@gmail.com; Zamora, Guadalupe (contact forward)
Cc: Cavazos, Perla; Yanes, Briana; Burton, Ted; Farris, Emily
Subject: COVID 19 Updates - Operations Activity - Informational

Members –

This is the second update you will receive today. There are a number of items related to all Enterprise partners.

Central Health (CH) Role and Operations. CH's role and operations during the COVID-19 response (Response) is centered on the following priorities:

1. Community Care (CUC) . Support of CUC in all aspects, with focus on communications regarding testing, triage, and temporary clinical closures.
2. Enterprise Operational Support. Joint Tech, Human Resources, Communications, Finance, Facilities, and Health Care Delivery continue to support routine and Response functions for Sendero and Community Care.
3. Emergency Operations Center (EOC). Through Community Care (liaison to EOC for Central Health Enterprise), serving as source of information and identifying gaps in care that affect the population we serve.
4. Enrollment and Eligibility (E/E). E/E for MAP and MAP-Basic continues, with in-person appointments at CUC clinics. Additional E/E capacity is planned for the Pflugerville CUC Clinic the week of 23 March. Due to limited personal protective equipment, and ensuring distancing for patient and employee safety, the north east stand-alone E/E office has been transitioned to a document drop off site and back office work site; in-person appointments have been shifted to the other clinical-based sites where proper screening and distancing can occur. Telephone outreach is being utilized on a larger scale to complete the E/E process.

Other CUC Operations Changes. In addition to the previously notice on temporary clinic closures/consolidations, CUC is also doing the following:

1. Telemedicine & Telehealth. CUC will begin using telemedicine on a larger scale. CUC is piloting at 5 locations today, with full deployment expected Monday, 23 March.
2. Pharmacy. CUC will work with patients to offer a 90-day supply of pharmacy.
3. Lab. CUC is currently working on identifying and equipping certain sites to provide lab draws (for routine lab work, not necessarily COVID-19-related). This approach will allow people to use locations near them rather than travel to one of the consolidated clinical sites.

CH Communications & Outreach. As noted earlier, the CH Communications Team is providing ongoing, proactive support during the Response. Excerpts from their activity and messaging are listed below.

1. Message for Uninsured Hotline - Testing and care information for the 512-978-8775 phone number.
2. Non-Citizens/Non-Legal Permanent Resident - Message that testing and care for COVID-19, even if paid through a public program, will not count against citizenship application.

3. Affordable Care Act Provisions – Information on special enrollment periods for certain qualifying events.
4. COVID-19 special edition newsletter to all contacts in our Eastern Travis County (ETC) network.
5. Encouraging members of CH local Advisory Committees to share Central Health’s social media pages to amplify our outreach.
6. Faith-based – Calls are going out to multiple centers of all faiths to promote COVID-19 messaging.
7. Using Next Door, social media and earned media to share information specifically regarding people who are uninsured and/or do not have a doctor.
8. Planning a Facebook Live event to discuss COVID-19 rapid response, English and Spanish. CH will invite before the event post the Facebook Live on all relevant Facebook groups so communities can tune in.
9. Exploring in expedited manner the possibility of a phone bank, staffed by Community Health Workers.
10. Coordinating a paid digital campaign targeting priority areas with highest concentrations of patients. We’ll relay this information to the CH Board and Advisory Committees. Priority areas by ZIP Code include:
 - a. **Highest (6000+ patients)**
 - 78758 (Rundberg)
 - 78753 (Rundberg/Heritage Hills)
 - 78741 (Montopolis)
 - 78744 (Dove Springs)
 - b. **Second highest level (3,000-5,999)**
 - 78752 (St. John’s)
 - 78723 (MLK-183)
 - 78724/25 (Colony Park/Hornsby Bend)
 - 78617 (Del Valle)
 - 78745 (South Congress)

Sendero. Sendero continues with direct outreach to covered members:

1. Staff completed phone outreach to over 900 high risk members, discussing safety and needs, free telemedicine benefit, and explaining care activation; members are encouraged to call back for further assistance
2. Outbound calls planned for next 1,300 highest risk to ensure needs are met
3. Email with COVID-19 information sent to all Sendero members and relevant notices posted on website

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Mike Geeslin – President & CEO
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