



# 2024

## COMMUNITY IMPACT REPORT

**Unity** in Community

HEALTHY PEOPLE. HEALTHY COMMUNITIES.

## A Message from our CEO

Collaboration is one of our core values at the Alliance. We understand that realizing our vision of Healthy People, Healthy Communities is only possible by collaborating with our co-workers, community peers and partners.

Not surprisingly, as we reflected on our efforts over this past year, a theme for our annual Community Impact Report became apparent: **Unity in Community**. When community-based organizations, provider partners and the Alliance all embrace a shared vision and join together to achieve optimal results, a stronger, healthier community emerges as a whole.

As you read through this year's report, you'll find the theme Unity in Community is reflected in our actions, engagements and investments in the communities we serve. By prioritizing community connections, we engaged with our members where they live and supported those organizations who directly serve and support our highest-need members. We also made significant investments in strengthening and growing our provider network to ensure access to culturally appropriate care, at the right place and the right time. Recognizing the importance of whole person care, we have invested in solutions aimed at improving access to behavioral health and housing, and other resources aimed at reducing health inequities where our members live and work.

Meeting our members' needs requires that we listen to understand and that we continue to join forces with those who also serve our Medi-Cal communities to find meaningful, member-centered solutions. We were grateful to collaborate with you in 2023 and look forward to your continued partnership.



*Michael  
Schrader*

Michael Schrader, CEO

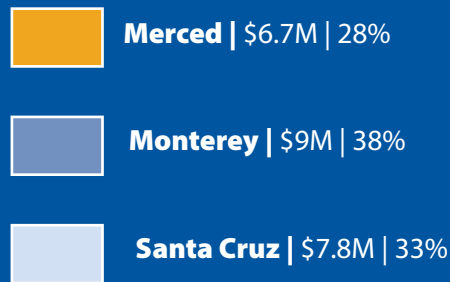
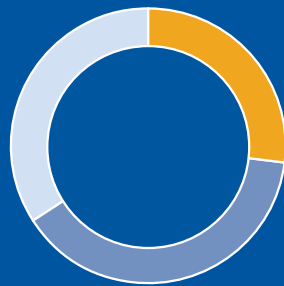


## Grants by the numbers

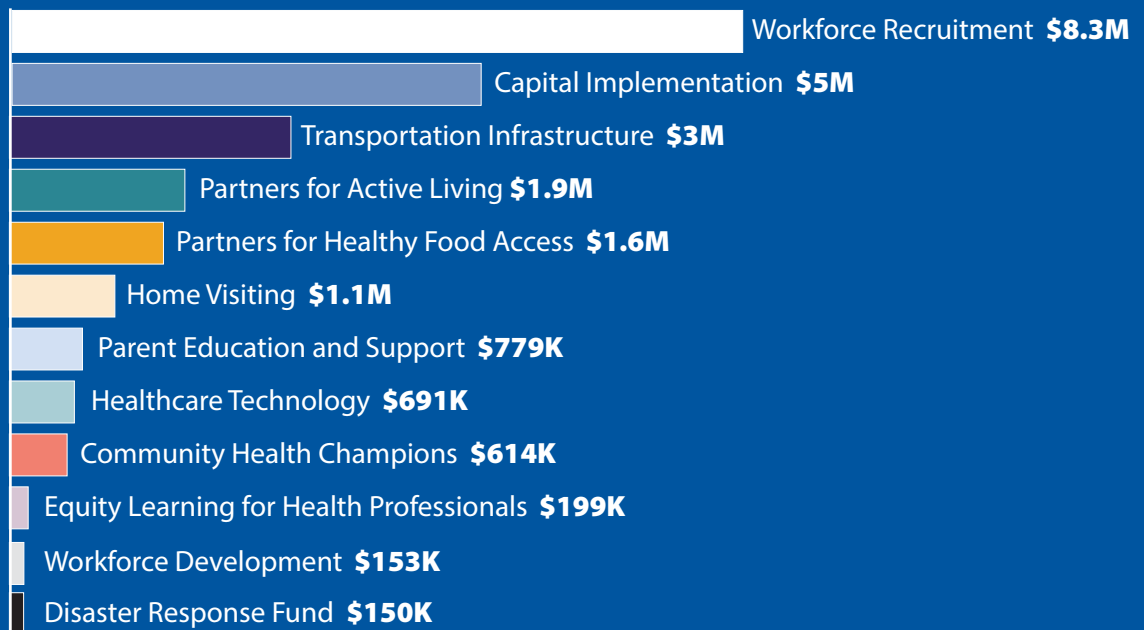
The Alliance makes investments to health care and community organizations through the Medi-Cal Capacity Grant Program to realize the Alliance’s vision of Healthy People, Healthy Communities.

Since 2015, the Alliance has awarded **742 grants** totaling **\$153M** to **178 organizations** in the Alliance service areas.

### 2023 Grant Awards by County



### Total Awarded by Program in 2023



### Impact

**\$23.5M**  
awarded

**153**  
grants  
awarded

### Alliance Members Impacted in 2023\*

**12,238**

\*Grantee reported

## Community presence and facetime with members

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Your Health Matters (YHM), the Alliance outreach team, attended 103 community events this year across Merced, Monterey and Santa Cruz counties! We reached over 14,500 members at these events.

Here are some 2023 highlights.

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community events

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### Community health and safety

We attended National Night Out in Monterey and Merced Counties and National Health Center Week in Merced and Santa Cruz counties.

These were great opportunities to work with local police departments and health centers to provide education for our members on community health and safety.

### Families and mental health awareness

We attended the Out of the Darkness Community Walk for Santa Cruz County.

This event was hosted by the American Foundation for Suicide Prevention to raise awareness about suicide and prevention through community connection.

### Breastfeeding and healthy babies

The Monterey County Women, Infants and Children (WIC) program hosted its annual Breastfeeding Awareness Walk & Health Fair. YHM staff also attended similar events in Merced and Santa Cruz counties.

### Supporting local food banks

Every year, Alliance staff come together to raise money for local food banks through auctions, raffles and other events. This tradition is a fun way to bring staff together while supporting access to healthy, nutritious food for members and our larger service areas.

In 2023, we raised \$9,871 to support Merced County Food Bank, the Food Bank for Monterey County and Second Harvest Food Bank Santa Cruz County.

### 2023 United Way campaign

Since 1997, the Alliance has partnered with United Way by sponsoring an annual employee giving campaign. In 2023, our staff raised over \$24,000 to support United Way programming in Merced, Monterey and Santa Cruz counties. Donations support services that directly benefit many of our members, including financial education, after school programs, prenatal care and quality preschool.



**Gisela Taboada** (left), Member Services Call Center Manager, and **Ronita Margain** (right), Community Engagement Director, sit with member (middle) at a Mariposa meet and greet event.

## Investing in services for older adults



**Michael Schrader**, Alliance CEO, joins Community Bridges leaders at Elderday Opening.

Elderday Adult Day Health Care, a program of Community Bridges, celebrated the **grand opening of its community-based adult services (CBAS) facility** in October. The program relocated to an expanded facility in south Santa Cruz County, supported by **\$2.65 million in capital grant funding from the Alliance**.

Elderday provides services like physical therapy and recreation for older adults with complex health needs while giving their caregivers a much-needed respite during the day.

This crucial program gives senior participants social connection and autonomy, which improves their mental health.

Elderday coordinates with other Community Bridges programs co-located in downtown Watsonville.

## Building capacity for ECM/CS

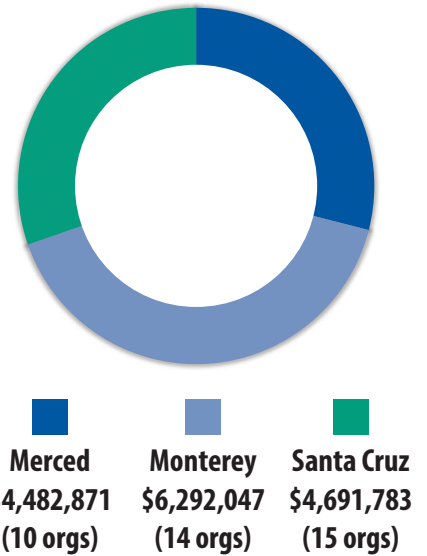
The Alliance has earned CalAIM Incentive Payment Program (IPP) dollars from the California Department of Health Care Services (DHCS) to build capacity in our service areas for Enhanced Care Management and Community Supports (ECM/CS). ECM/CS services provide extra support to members with the most complex health issues and social needs.

As of October 2023, \$15.5 million in IPP funds have been invested in 39 organizations to launch ECM/CS services in Merced, Monterey and Santa Cruz counties.

Most of this funding (68%) has been used to fund clinical personnel, including nurses, social workers and Community Health Workers/promotores, to deliver ECM/CS services to Alliance members.

Other Alliance-funded start-up costs include administrative staff, office equipment, computers and software, vehicles, larger office spaces to increase capacity to serve more members, staff training and workflow development.

**Alliance IPP Distribution**  
as of 10/19/2023



## Workforce recruitment is filling network gaps

In 2023, two new workforce funding opportunities were added to the Medi-Cal Capacity Grant Program (MCGP) to support the recruitment of **medical assistants (MAs)** and **Community Health Workers (CHWs)**. These critical positions within the Medi-Cal system help alleviate current provider shortages and improve access to timely, high-quality and culturally competent health care services for Alliance members.

**MAs** provide support to primary care teams to **make member visits timely and efficient**, allowing practitioners to provide focused, patient-centered care. Informed by training and lived

experience, **CHWs** provide the Medi-Cal CHW benefit by building trusting community relationships. They **facilitate equitable access to services and improve the quality and cultural competence of service delivery**. CHWs provide individual support for Medi-Cal members, including health education, health system navigation and health assessments to connect members to care.

Additionally, the MCGP funded the Monterey County Workforce Development Board's comprehensive CHW Training Program to grow the CHW network in the Alliance's service area.





The Alliance has earned Housing and Homelessness Incentive Program (HHIP) dollars from DHCS to address housing initiatives, including permanent supportive housing and street medicine services.

## Funding permanent supportive housing

Alliance leadership determined that HHIP dollars can be used to fund the development of permanent housing units in each Alliance county, which is the most urgent need across our service areas. In Q1-Q2 of 2024, these investments will add to the existing five MCGP Capital Program grants (\$10.6M) supporting construction of low-income housing projects, which were awarded between 2016 and 2022.

## Street medicine services

Street medicine services are for members experiencing unsheltered homelessness. These services are delivered in their own environment. The Alliance funded one provider in each of our service area counties to pilot these services:

- **Merced County:** Mercy Medical Center Merced.
- **Monterey County:** Clinica de Salud del Valle de Salinas.
- **Santa Cruz County:** Homeless Persons' Health Project.

Funding includes staffing and supplies, as well as a mobile clinic in Merced County.



## Meeting students where they're at

The Alliance has earned Student Behavioral Health Incentive Program (SBHIP) dollars from DHCS to increase access to behavioral health services on school campuses for transitional kindergarten to 12th grade students. Local education agencies (LEAs) in Merced, Monterey and Santa Cruz counties serve as Alliance partners.

LEAs have utilized SBHIP dollars to make investments in physical wellness spaces by identifying on-campus areas for wellness and therapy rooms. In one county, LEAs used funding to purchase a van for mobile one-on-one therapy and assessment space when campus space is unavailable.

LEAs have also worked to create a culture that focuses on behavioral health by offering universal staff training on restorative justice and adverse childhood experiences. The goal of SBHIP investments is for students to have no wrong door to access behavioral health support and services, and to avoid barriers related to off-campus referral.

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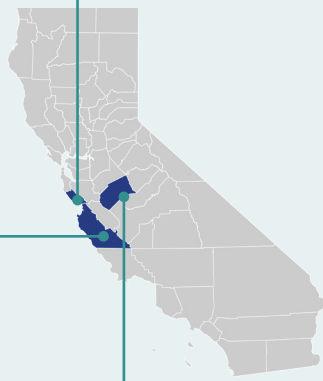


## Health starts where people live and work

CalAIM IPP funding has increased innovative service delivery in Alliance service areas, underscoring the idea that health starts where people live and work, not in the doctor’s office.

In **Santa Cruz County**, IPP dollars are being used to open a new sobering center after the last center closed due to a fire in December 2020. The new center will provide a safe place to detox and connect members to substance use resources.

In **Monterey County**, IPP dollars funded respite for caregivers, allowing full-time caregivers the much-needed space to recharge. These investments highlight the Alliance’s commitment to support member health through social factors, in addition to traditional patient care.



In **Merced County**, IPP dollars are supporting a larger space for members to access ECM, housing supports, WIC, energy bill supports and other resources, all in one location.



Students await their vaccination.

## Vaccines to start school on time

After learning that **Merced County** children were turned away from their first day of middle school for not having up-to-date vaccines, the Alliance collaborated with local partners to reduce barriers to receiving on-time vaccinations.

Collaboration was key to success. The Alliance worked closely with the Merced County Office of Education, Mercy Medical Center Merced and the Merced Fire Department to host school-based vaccine clinics during the summer.

Over 100 students received the Tdap vaccine they needed to enter middle school without delaying the start of their school year. Parents were delighted to have this option available for their families at a convenient time and location.

## Sponsored events and Disaster Response Fund grants

Each year, the Alliance works with community organizations across the service areas to sponsor events that support the health and well-being of our members.

The Alliance donates to non-profit 501c3 organizations/ events that:

- Further Medi-Cal initiatives.
- Support the Alliance’s strategic priorities, mission, vision and values.
- Comply with the Alliance’s Code of Conduct.
- Respond to immediate member needs in the event of a disaster.



**Ronita Margain**, Community Engagement Director, presenting Disaster Response Fund grant check.

**Below are some of the events/organizations we sponsored in 2023.**

### **Mariposa**

Mariposa Butterfly Festival

### **San Benito County**

Community FoodBank of San Benito

### **Merced County**

ACE Overcomers

Golden Valley Health Centers (National Health Center Week)

Merced County Food Bank

Merced Lao Family Community, Inc.

### **Santa Cruz County**

County Park Friends

Diversity Center of Santa Cruz

Health Projects Center

Raíces y Cariño

Second Harvest Santa Cruz County

### **Monterey County**

Bright Beginnings Monterey County

Coalition of Homeless Services Providers

Food Bank for Monterey County

The Parenting Connection of Monterey County

### **All counties**

Insured the Uninsured Project (ITUP)

## New MCGP funding opportunities

The MCGP launched **eight new funding opportunities** in early 2023. These funding opportunities support the Alliance's strategic grantmaking priorities under three focus areas: **Access to Care, Healthy Beginnings and Healthy Communities**.

New grant programs fund diverse and committed community partners to address the needs of the Medi-Cal population through investments in:

- Equity-based training for providers.
- New technology to improve patient experience.
- Opportunities to empower Medi-Cal members to be physically active and to reduce chronic disease and barriers to health and wellness in their communities.
- Support for families to thrive.

We accept applications on a rolling basis. Application deadlines and award dates are available at [www.thealliance.health/grants](http://www.thealliance.health/grants).

## From Partners for Healthy Food Access to Medically Supportive Food

Although the **Partners for Healthy Food Access** grant program will be retiring, the Alliance will implement **Medically Supportive Food as a CalAIM Community Supports service** starting in January 2024.

The MCGP team is proud to have worked with Partners for Healthy Food Access grant recipients since 2018, resulting in **31 grant awards totaling \$4.6 million** in our service areas. The program established strong partnerships and capacity to improve food security and support chronic disease management among Alliance members.

We thank all our local grantees for their innovative and culturally responsive efforts to make healthy food accessible to all!



Partners for Healthy Food Access grantee

## Community engagement in new counties, Mariposa and San Benito

You may have heard the news – As of January 1, 2024, the Alliance will provide trusted, no cost Medi-Cal health care to Mariposa and San Benito counties!

Our dedicated Community Engagement team has been meeting with local providers, community organizations and county staff to discuss how to best serve Medi-Cal recipients in these areas. Our staff has also hosted and attended outreach events in both counties, ensuring that community members are up to speed on Alliance services. The Alliance will make Medi-Cal Capacity Grant Program funding available in the two new counties in 2024.



## **About the Alliance**

The Alliance is a Regional Medi-Cal managed care health plan established in 1996. The Alliance is dedicated to improving access to health care for members in Mariposa, Merced, Monterey, San Benito and Santa Cruz counties. Operating under the state's County Organized Health System (COHS) model, the Alliance connects members with providers to deliver timely services and care, emphasizing prevention, early detection and effective treatment. With a vision of "healthy people, healthy communities," the Alliance remains committed to enhancing access to quality health care for its members.

**[www.thealliance.health](http://www.thealliance.health) • 800-700-3874**

**HEALTHY PEOPLE. HEALTHY COMMUNITIES.**