



# 2024 Community Report Our Collective Impact

## A message from our CEO

Together with our partners, CenCal Health is now one year into carrying out the transformative priorities of our 2023-2025 Strategic Plan. As a tribute to the efforts of so many, we have dedicated this Community Report to highlighting the collaborative accomplishments achieved through the California Advancing and Innovating Medi-Cal (CAIIM) program. Through this ground-breaking CAIIM program, CenCal Health is addressing the social determinants of health and leading towards the bold vision set by our Board of Directors. This vision is to be a trusted partner in advancing health equity so that our communities thrive and achieve optimal health.

I am immensely proud of our collective impact to our diverse and unique communities, enhance equity and health equity for all, and expand our role and reach. These new benefits and programs drive positive change. I wish to express my gratitude to our employees for their compassionate service, as we engage internally for impact and effectiveness both now and in the future.

Last year, CenCal Health marked 40 years serving Medi-Cal members in Santa Barbara County and 16 years in San Luis Obispo County. The decades-long collaboration with our provider network and commitment to local service organizations strengthens the health system by improving access and driving higher quality health care access to those we serve. As we continue to work together, we will reach new heights through local innovation and build healthier communities - together.



Marina Owen, CenCal Health CEO

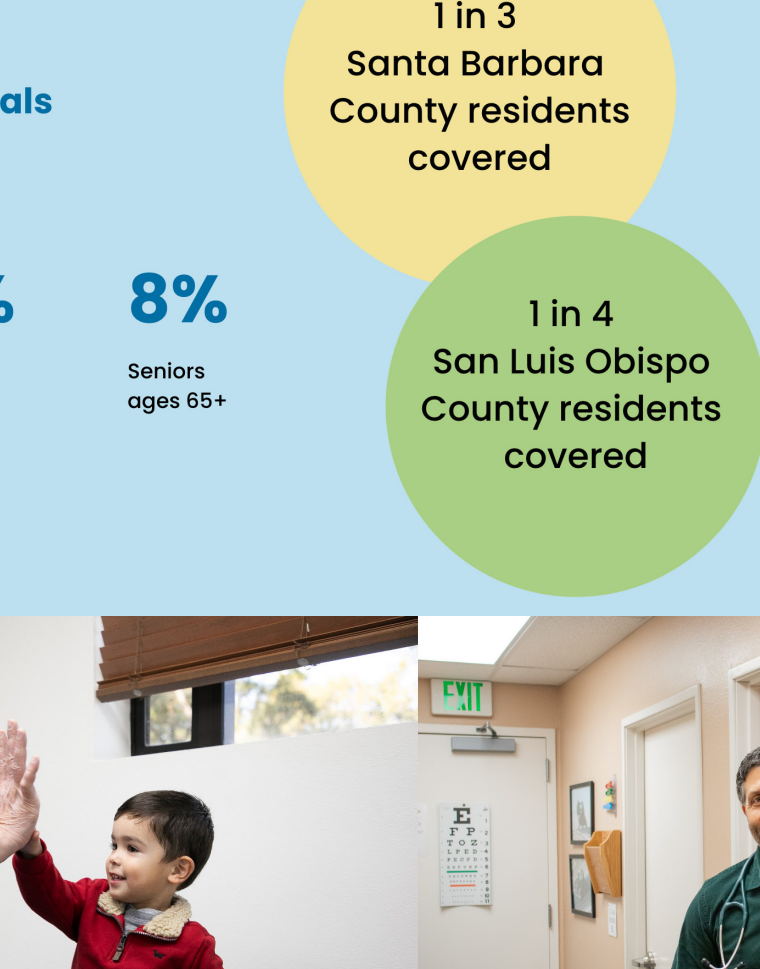
## Who we are

**CenCal Health is the local Medi-Cal Managed Care health plan in Santa Barbara and San Luis Obispo counties.**

We are committed to improving our communities' health and well-being by providing members access to high-quality healthcare services, education, and outreach.

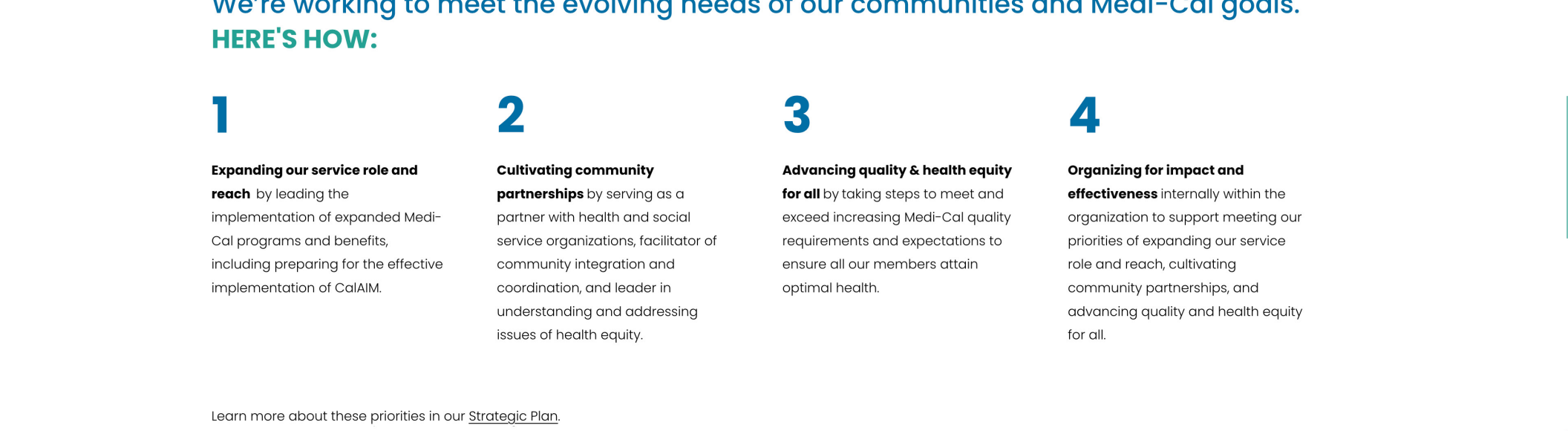
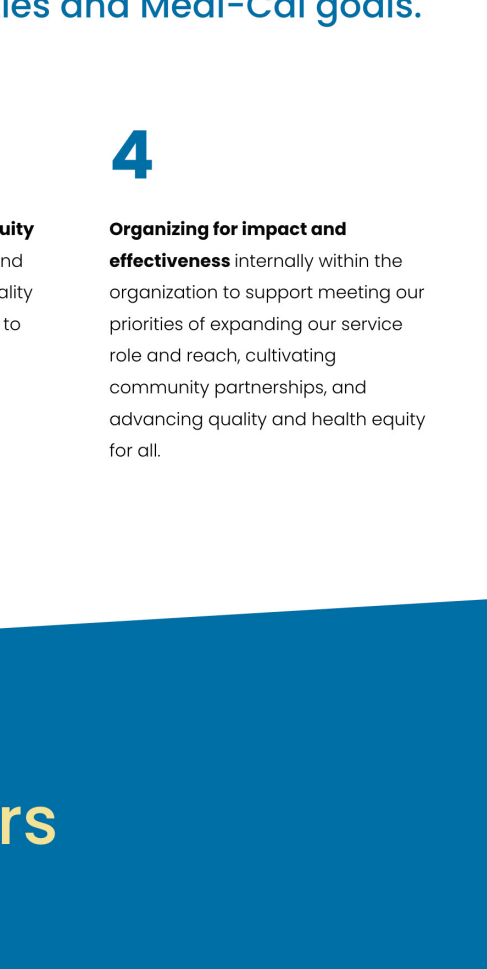
**But we don't do it alone. Every one of our provider partnerships is essential to serve our members.**

To view our Provider Directory, [click here](#)



## Who we serve

**CenCal Health serves low-income individuals and families with Medi-Cal coverage in our service areas.**



## We're working to meet the evolving needs of our communities and Medi-Cal goals. HERE'S HOW:

- Expanding our service role and reach** by leading the implementation of expanded Medi-Cal programs and benefits, including preparing for the effective implementation of CAIIM.
- Cultivating community partnerships** by serving as a partner with health and social service organizations, facilitating of community integration and coordination, and leader in understanding and addressing issues of health equity.
- Advancing quality & health equity** for all by taking steps to meet and exceed increasing Medi-Cal quality requirements and expectations to ensure all our members obtain optimal health.
- Organizing for impact and effectiveness** internally within the organization to support meeting our priorities of expanding our service role and reach, cultivating community partnerships, and advancing quality and health equity for all.

Learn more about these priorities in our [Strategic Plan](#)

## Expanding services for members with complex needs

Since July 2022, CenCal Health has launched nearly a dozen new services under CAIIM to support members facing difficult life circumstances that affect their health and wellness. As of December 2023, nearly 3,000 members have received CAIIM services.

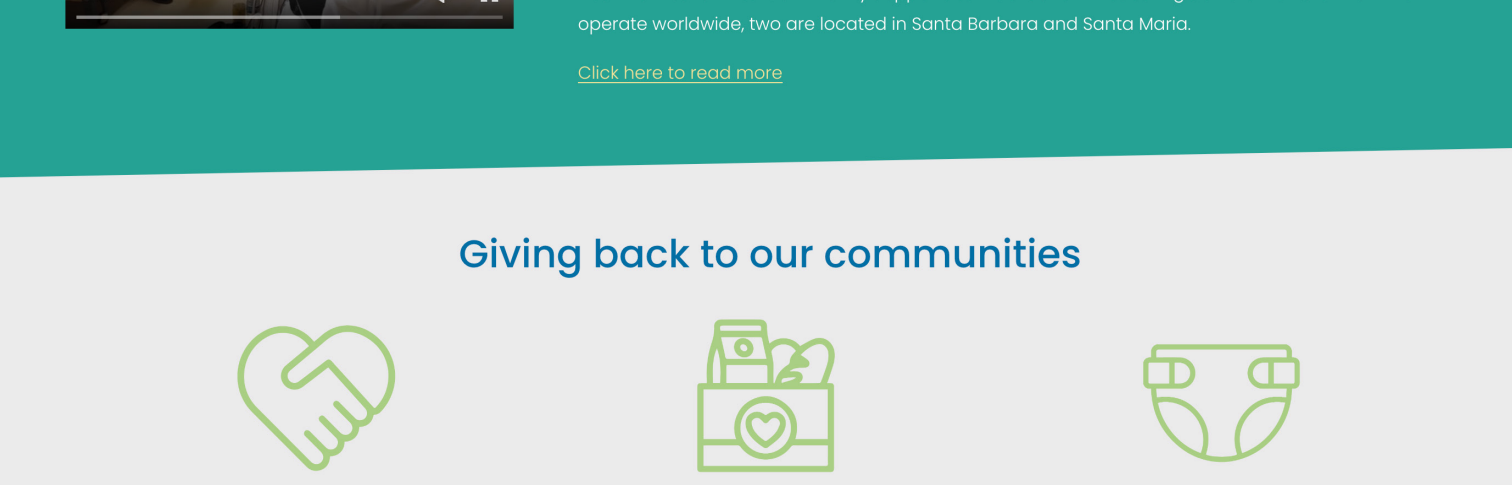


CenCal Health provides members a range of CAIIM services through **Community Supports** and **Enhanced Care Management**. To learn more about these services, [click here](#).

CAIIM - part of California Advancing and Innovating Medi-Cal - focuses on providing Medi-Cal members with well-rounded care beyond the doctor's office or hospital. CAIIM works to address complex economic and social concerns that affect health, such as lack of stable housing, employment, and transportation. In the Department of Health Care Services, CAIIM is a multi-year plan that will transform the Medi-Cal program across the state and make it integrate more seamlessly with other social services.

## How our members rank their experiences

Out of 24 California health plans, CenCal Health ranks:



Results are based on the 2023 Consumer Assessment of Healthcare Providers and Systems (CAHPS) Survey Report. CAHPS is a standardized survey instrument used to assess the patient and caregiver experience of health plan members. CAHPS is a registered trademark of the Agency for Healthcare Research and Quality.

## Expanding our service role and reach

Enhancing the availability of Medi-Cal services and benefits can result in superior healthcare for vulnerable community members. CenCal Health is actively working to extend its role and reach through CAIIM and expanding coverage to residents newly eligible for Medi-Cal.

**Community Supports take members from homeless to homed**

CenCal Health has partnered with providers and community service organizations to offer CAIIM. Community Supports that address the holistic needs of unsheltered members. Through these services, members can often help finding stable housing, securing funds for housing deposits, receive case management, mental health and substance use treatment, and beyond. The goal is to care for the underlying issues that contribute to homelessness and improve people's overall quality of life.

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**CenCal Health prepares for Medi-Cal expansion**

Expanding full-scope Medi-Cal coverage to all eligible Californians is crucial to building a healthier and inclusive state supported by an equitable healthcare system. New legislation scheduled to take effect in January 2024 established California as the first state in the nation to offer full-scope Medi-Cal benefits to all eligible residents, regardless of their immigration status. California had previously expanded Medi-Cal, regardless of immigration status, to residents aged 19 and younger aged 50 and above. The total age group to become eligible for full-scope benefits under the new legislation were adults ages 20-49.

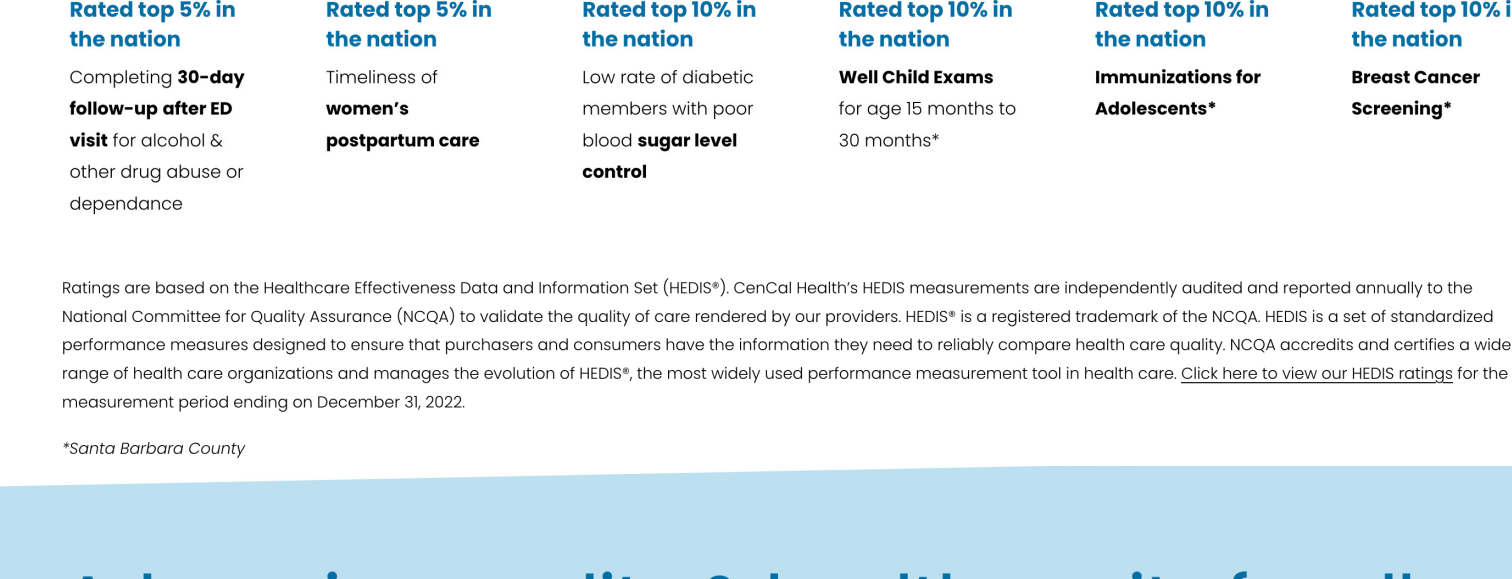
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**Sobering sanctuary provides members a safe and supportive environment**

Individuals under the influence of drugs and alcohol impact the entire community, endangering themselves and others. Where does someone go to take the first step to begin treating addiction? Sobering Centers are a Community Supports service offered to CenCal Health members struggling with alcohol and drug use. CenCal Health's most utilized Community Supports service. Out of 70 sobering centers that are known to operate worldwide, two are located in Santa Barbara and Santa Maria.

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## Giving back to our communities



## Cultivating community partnerships

We proudly serve as a dedicated partner to our local healthcare providers, leaders of social services, and government agencies. Together, we seek to enhance the healthcare system within the health plan to achieve exceptional results. We recognize that we must embrace innovation and new approaches that will best serve our stakeholders and communities.

**Celebrating 40 years of partnerships**

In August 2023, CenCal Health's 40th anniversary was celebrated. Over four decades ago, the Santa Barbara County medical community had the foresight to come together and organize a more effective way of managing care for the most vulnerable among us. Fifteen years ago, the San Luis Obispo County medical community became an invaluable partner in expanding CenCal Health services to the area.

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**County supervisors commemorate our years of service**

Embracing our role as a humble partner with local government agencies is essential to advancing our health goals and addressing local issues and interests. Throughout the years, we've celebrated an ongoing effort with the healthcare priorities set by our elected county supervisors, who are entrusted with making important decisions for the betterment of our communities.

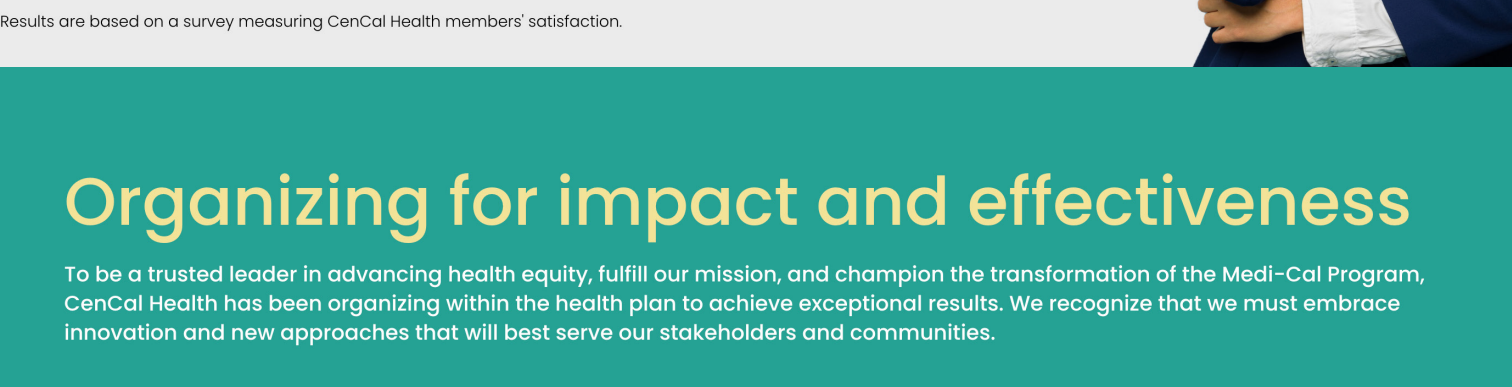
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**Working collaboratively to ensure members keep their coverage**

Due to the COVID-19 Public Health Emergency, Medicaid beneficiaries were not required to re-prove eligibility for three years. However, this exemption period in 2023. Across the nation, there were massive enrollment losses due to various re-enrollment challenges, including complex requirements, a lack of public awareness, and challenges with contacting enrollees after three years that saw displacement caused. In no small part, COVID's impact on the economy.

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## Our providers drive top Medicaid ratings in quality of care



Results are based on the Healthcare Effectiveness Data and Information Set (HEDIS). CenCal Health's HEDIS measures are independently audited and reported annually to the National Committee for Quality Assurance (NCQA) to validate the quality of care rendered by our providers. HEDIS is a registered trademark of the NCQA. HEDIS is a set of standardized performance measures designed to ensure that purchasers and consumers have the information they need to evaluate complete health care quality. HEDIS accredits and certifies a wide range of health care organizations and manages the evolution of HEDIS, the most widely used performance measurement tool in health care. [Click here to view our HEDIS ratings](#) for the measurement period ending on December 31, 2022.

## Advancing quality & health equity for all

Our organization is committed to addressing health disparities that affect our members and vulnerable communities. We are actively implementing health equity strategies in collaboration with our provider network to ensure that our health plan meets and exceeds quality expectations.

**Recurative Care: Where the unhealed heal**

Living on the streets is a struggle for food for shelter. For safety. Now imagine what happens when an unsheltered individual needs surgery or is discharged from a hospital, where can they find a safe place to recover? Recurative Care is one of the Community Supports that CenCal Health offers members under CAIIM. Community-based organizations offering Recurative Care beds provide a stable, clean place for people experiencing homelessness to receive medical care coordination following a hospitalization or physical illness or injury.

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**Primary care providers recognized, rewarded for quality of care**

CenCal Health's Quality Care Incentive Program is a pay-for-performance program that directly rewards plan providers that deliver exceptional medical care to CenCal Health patients. The program's launch in March 2022, CenCal Health has distributed \$270 million to 98 unique Central Coast primary care providers.

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**Achievements in quality & health equity yield State award**

In October, CenCal Health received a 2023 quality award from the Department of Health Care Services. Highlighting the work and accomplishments of healthcare providers in the plan's network, the Certificate Achievement was presented to CenCal Health for its notable achievement for various quality of care measures, which advance the Department of Health Care Services' Bold Goals for 2025.

[Click here to read more](#)



Results are based on a survey measuring CenCal Health members' satisfaction.

## Organizing for impact and effectiveness

To be a trusted leader in advancing health equity, fulfill our mission, and champion the transformation of the Medi-Cal Program, CenCal Health is new organizing within the health plan to achieve exceptional results. We recognize that we must embrace innovation and new approaches that will best serve our stakeholders and communities.

**Members express gratitude for our service representatives**

For our dedicated service representatives, working tirelessly to ensure a positive and valuable experience for our members is a round-the-clock commitment. To properly understand and empathize with our member's needs, concerns, and emotions, call center representatives must not only address routine questions but also provide an emotional and human connection to support our members' overall satisfaction and well-being - sometimes, during challenging and urgent situations.

[Click here to read more](#)

**Leader recognized for service to most vulnerable**

In August 2023, CenCal Health's Associate Director of Education Management and Stenerson received the 14th Annual Making a Difference Award from the Washington, D.C.-based Association for Community Affiliated Plans (ACAP). ACAP is the national trade organization representing not-for-profit safety net health plans, of which CenCal Health is a member. "Ms. Stenerson's passion exemplifies what the Making a Difference Award is all about," said Enrique Martinez-Vidal, ACAP Vice President for Quality and Operations.

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**Ensuring financial strength and accountability**

As a public agency, CenCal Health contributes approximately \$50 million a month to the local economy, primarily through payments to healthcare providers who serve our membership. Providing excellent, high-quality services to Medi-Cal members while being exceptional stewards of taxpayer dollars is a top priority for the health plan. During the 2022/2023 fiscal year, ninety-one cents of every dollar spent went directly to finance medical benefits and services provided to our members.

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## Investing in our communities' health and wellness



## We are guided by passionate leadership

CenCal Health is governed by a 13-member Board of Directors, appointed by the Santa Barbara and San Luis Obispo counties' Boards of Supervisors. The CenCal Health Board includes representatives from local government and county representatives, which have no term limits. Other positions include physicians, hospital administrators, and representatives from the business community and membership, many of whom have served our organization for multiple years. In 2023, pediatric physician Dr. René Bravo chaired the board meetings. In January 2024, Tenet Health Central Coast CEO Mark Lisa was appointed as the new Board Chair.



**Mark Lisa**, CEO of Tenet Health Central Coast, Chair of the Board, Santa Barbara County  
**Kieran Shah**, President & CEO of Vita Health, Vice Chair of the Board, Santa Barbara County  
**Antonette Navarro**, Director of Behavioral Wellness, Santa Barbara County  
**Daniel Herlinger**, Board Representative, Santa Barbara County  
**Dawn Ortiz-Legg**, Board of Supervisors District 3, County Supervisor, San Luis Obispo County  
**Edward Bentley**, Consumer Representative, Santa Barbara County

[Click here to learn more about our Board of Directors](#)

"The decades-long collaboration with our provider network and commitment to local service organizations strengthens the health system by improving access and driving higher quality health care access to those we serve."

—Marina Owen, CenCal Health CEO

## Our leadership



**Marina Owen**, Chief Executive Officer  
**Emily Fonda**, Chief Medical Officer  
**Carlos Hernandez**, Quality & Population Health Officer  
**Van De-Reynoso**, Chief Customer Experience Officer & Chief Health Equity Officer  
**Jordan Turetsky**, Chief Operating Officer  
**Kashina Bishop**, Chief Financial Officer & Treasurer

[Click here to learn more about our leadership](#)

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**Navigation**  
[2023-2025 CenCal Health Strategic Plan](#)  
[About Us](#)  
[Contact Us](#)  
[CenCalHealth.org](#)

**2022 Community Reports**  
[2022](#)  
[2021](#)  
[2020](#)

**Our Mission**  
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**Our Vision**  
 To be a trusted leader in advancing health equity and our communities thrive and achieve optimal health together.

**Our Values**  
 Integrity, Compassion, Service, Collaboration.