



OUTREACH & ENROLLMENT SPECIALIST JOB ANNOUNCEMENT

Santa Cruz Community Health (SCCH) is a multi-site, Federally Qualified Health Center (FQHC) serving Santa Cruz County residents. SCCH began as a women's health collective in 1974 with the mission to improve the health of our patients and the community and advocate the feminist goals of social, political, and economic equality. Now, 50 years later, we serve that same mission at our three clinic sites: the Santa Cruz Women's Health Center in downtown Santa Cruz serving women and children; the Live Oak Health Center serving everyone; and the Santa Cruz Mountain Health Center providing accessible and expanded access to care for our patients in the San Lorenzo Valley.

Driven by our commitment to health care as a human right, SCCH is a leading non-profit provider offering comprehensive health services to our patients, regardless of their ability to pay. We have been recognized in the community as a leader in delivering high-quality, innovative care, and we are active in local, state, and national advocacy work that empowers our patients and community to be healthy, happy, and successful.

SCCH has a diverse patient population and an engaging and friendly work environment. Our caring and committed staff works as a team to fulfill our mission so that all our patients have access to quality, whole-person health care.

POSITION SUMMARY:

The Outreach & Enrollment (O&E) Specialists at Santa Cruz Community Health (SCCH) maintain and expand our current enrollment activities, troubleshoot and assist with our patients' current health coverages, and enroll eligible patients and service area residents into affordable health insurance coverage under Medi-Cal, Covered CA, and the Kaiser Community Health Coverage (CHCP) program, as well as other programs such as CalFresh, formerly known as food stamps. The Outreach and Enrollment team holds specialized credentials and training, allowing them to enroll and liaise with Medi-Cal and Covered CA representatives and agents, and stay current on Medicare and other related policy and service mandates.

The Outreach and Enrollment team provides integral coordination for and representation at SCCH's various outreach efforts and initiatives. This includes but is not limited to: public-facing partner and community events, Food Distribution, volunteer coordination, Santa Cruz County Benefits Collaborative, and multiple community partnerships and collaborations. This team operates with a high level of independence, as highly trained representatives of our agency and on behalf of our patients, and reports to the Health Services Director under the Operations Department.

Each member of the O&E team takes the lead of varying roles within our scope, including enrollment, clinical activities and programs, events, and community partnerships.

Classification: Full-time, Hourly, Non-Exempt
Hours: Varies; Some evenings and/or Saturday shifts
Reports to: Health Services Director
Location: Various; Clinic Locations/Off-Site in the Community/Remote
Language Requirements: Bilingual in English/Spanish Required
Pay Range: \$26.27 – \$29.22 per hour, DOE

BENEFITS:

Competitive compensation and benefits package are available to staff working at least 20 hours per week. Paid time off and paid holidays accrue from date of hire. Employer subsidized group health, dental, vision and life insurance plans for the first of the month after 30 days of employment. Automatic 2% enrollment in an Employer sponsored 401K plan with a 2% retirement match.

QUALIFICATIONS:

MINIMUM QUALIFICATIONS

- It is essential that the applicant is certified as a CAA (Certified Application Assister) OR can successfully complete the Covered California Certified Application Assister certification training and test, after hire (Includes: Fingerprinting, background test, online training and testing) **
- CalFresh certified
- B.A or equivalent experience in health education, public health, sciences, or related field
- Bilingual in Spanish/English
- Strong computer skills, including Microsoft Word, Excel, etc.
- Ability to work some evenings and Saturdays, as needed
- Ability to set up and manage outreach events and attend SCCH events on behalf of the outreach and enrollment team
- Fully Vaccinated/boosted for Covid-19, as per the California Healthcare Worker mandate
- Must be extremely efficient, organized, flexible and resourceful
- Strong customer service skills and deliver services in a culturally sensitive manner
- Understand and maintain HIPAA standards of privacy and confidentiality
- Strong written and oral communication skills
- Able to use office equipment and programs (e.g., EHR, computer, copier)

DESIRABLE QUALIFICATIONS

- Previous enrollment, outreach and/or health education experience preferred, especially with immigrant, Latino, and underserved populations
- CCHI (California Coverage & Health Initiatives) Health Access Assister Certified
- Experience with event coordination, presenting, or public speaking
- Experience with HER Epic Ochin or Epic

CORE JOB RESPONSIBILITIES:

Patient Enrollment and Application Assistance

- Manages and executes our current enrollment activities and enrolls eligible patients and service area residents into affordable health insurance coverage under Medi-Cal, Covered CA, Kaiser CHCP, as well as other programs such as CalFresh.



- Must be certified as a Covered California Certified Application Assister (CAA) or complete the CAA certification once hired, which includes fingerprinting, background test, online training and test.
- Must complete State training and pass the aptitude test to become a Covered California Enrollment Counselor.
- Complete California Coverage & Health Initiatives (CCHI) Health Access Assistants Training .
- Keep up to date on state and local certifications and relevant trainings.
- Assess for and communicate health insurance program eligibility to families.
- Hold clinic hours for patient appointments to assist, educate and enroll, both in clinic and remotely.
- Collect and review health insurance enrollment documentation.
- Complete health insurance enrollment applications accurately and efficiently.
- Work with staff to identify and outreach to current patients who may be eligible for coverage.
- Manage all mailings, phone, clinic signage, and other forms of patient education and communication relevant to Outreach and Enrollment activities
- Maintain all database and spreadsheets to track outreach calls, applications, and successful enrollments.
- Manage other program enrollment services such as CalFresh (food stamps), Earned Income Tax Credit and/or other services or referrals.
- Work with community partners and resource organizations to identify best practices, share information, and collect and share enrollment activity data.

Food Distribution Program

Manages the SCCH Food Distribution Program and Volunteer Management.

- Manages and executes SCCH's free Food Distribution (FD) Program and other SCCH food resources, including partner agency delivery programs and food prescription programs.
- Performs physical work to set up the food program layout, receive food shipment, arrange produce bags, non-perishable boxes, and resource flyers and guides.
- Tracks, prepares and submits monthly reports on Food Distribution Program participation to the Second Harvest Food Bank (SHFB).
- Strategizes with the team for volunteer recruitment through community members, UCSC student organizations, local high schools, and Volunteer Center.
- Manages the Volunteer Center postings and coordinates VC volunteers.
- Coordinates the active volunteer staffing each week, so we can ensure we are fully staffed
- Managing our active/inactive volunteer tracking sheet.
- Screen existing and potential patients for food delivery.
- Closely partners with Second Harvest Food Bank on county-wide food access efforts
 - Develops and disseminates nutrition education to our patients and FD participants
 - Attends and presents at SHFB yearly meetings as determined

Community Outreach, Events and Engagement

Engages in community-wide health initiatives as health care advocates and promoting SCCH services.

- Participates in county-wide Benefits Collaborative as SCCH representatives to collect, share and present up-to-date health and resource information.
- Cultivates strong relationships with community partners and other advocacy organization, such as: Diversity Center, Community Bridges, United Way, Second Harvest Food Bank, Salud Para la Gente, Dientes Community Dental, County Health Services Agency, Health Improvement Partnership (HIP), Encompass, Live Oak School District, Santa Cruz City School District, Santa Cruz Public Libraries, Santa Cruz Museum of Art and History, Senderos, Bike Santa Cruz, and more.
- Through community partnerships, identifies new opportunities for programs to have positive impact on community health.
- Participates in Community Events and other tabling opportunities as advocates and representatives of SCCH.
- Make presentations at partner organizations, school districts or with partner programs to educate community about SCCH services, enrollment information and other programs.

Administrative/Outreach program related tasks:

Helps track inventory of outreach supplies such as:

- Outreach Swag
- Even collateral
- Volunteer shirts
- Outreach flyers and clinic collaterals
- Track flyers to ensure we are circulating current information
- Respond and follow up on smaller TEs (telephone encounters) regarding scheduling and/or confirming appointments
- Helps supervise interns and delegates tasks as needed.

SANTA CRUZ COMMUNITY HEALTH IS AN EQUAL OPPORTUNITY EMPLOYER (W/M/V/D).