



## OUTREACH & ENROLLMENT SPECIALIST JOB ANNOUNCEMENT

Santa Cruz Community Health (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, more than 45 years later, we serve that same mission as a nonprofit Federally Qualified Health Center operating three separate sites: the Santa Cruz Women's Health Center in downtown Santa Cruz serving women and children; the East Cliff Family Health Center in Live Oak, serving everyone; and the Santa Cruz Mountain Health Center providing easier access to care for our patients in the San Lorenzo Valley.

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 comprehensive, quality health care.

### POSITION SUMMARY:

The Bilingual Outreach & Enrollment (O&E) Specialists at Santa Cruz Community Health (SCCH) maintain and expand our current enrollment activities and enroll eligible patients and service area residents into affordable health insurance coverage under Medi-Cal and the Affordable Care Act (ACA) as well as other programs such as CalFresh, formerly known as food stamps. The Outreach and Enrollment team hold specialized credentials and training, allowing them to enroll and liaison with Medi-Cal and Covered CA accounts.

The Outreach and Enrollment Team provides integral coordination for the Programs Departments various programs and initiatives. This includes but is not limited to; SCCH Community Outreach Efforts, Food Distribution Program, Volunteer Coordination, Benefits Collaborative, Community Partnerships and Collaborations, Communities Organized for Relational Power in Action (COPA), Live Oak Cradle to Career and Promotoras. This team leads SCCH's Food Distribution program. This team reports to the Communications and Engagement Supervisor and the Chief Strategy and Impact Officer.

Different members of the O&E team will act as lead in enrollment appointments, clinic activities, events, and community partnerships while others will serve as lead in various other programs and initiatives, i.e COPA, Promotoras and/or Volunteer coordination.

**Classification:** Full-time, hourly, non-exempt

**Hours:** Varies, with some evenings and/or Saturday shifts

**Reports to:** Communications and Engagement Supervisor, Chief Strategy and Impact Officer

**Location:** Various; Clinic Locations, Off-Site in the community, Remote

### CORE JOB RESPONSIBILITIES:

## **Patient Enrollment and Application Assistance**

- Manages and executes our current enrollment activities and enroll eligible patients and service area residents into affordable health insurance coverage under Medi-Cal and the Affordable Care Act (ACA) 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 Assisters Training
- Keep up to date on state and local certifications and relevant trainings.
- 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 Enrollment and Outreach Specialist 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.
- 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 such as, but not limited to: County local Health Care Outreach Coalition to identify best practices, share information, and collect and share enrollment activity data.

## **Food Distribution Program**

### **Manages the SCCH Organization Food Distribution Program and Volunteer management.**

- Manages and executes SCCH's Free Food Distribution (FD) Program and other SCCH Food Access Initiatives, i.e Emergency food access, grocery cards, school food pantries.
- 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 Communications & Engagement Supervisor 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 Annual Nutrition Summit.

## **Community Outreach, Events and Engagement**

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

- Participate in county-wide Benefits Collaborative as SCCH representatives to collect, share and present up-to-date health and resource information.



- Cultivate 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.

#### **Promotora Program**

**Provides administrative support for Cradle to Career (C2C) Lead Community Organizer and Outreach & Enrollment staff and maintains strong relationships with the Promotoras.**

- Coordinate logistics and schedule monthly trainings for Promotoras, including assisting the C2C Lead Organizer in collaborating and preparing with training partners from within SCCH and outside agencies.
- Set up/host and schedule bi-weekly zoom meetings (currently on 1st and 3rd Monday evenings of every month).
- Provide individual or small group support, mentorship, and training to Promotoras.
- Assist with email correspondence and communications with Promotoras and community partners.
- Provide support as needed to C2C Lead Organizer in preparing for Promotora meetings and trainings, including drafting agendas, preparing presenters and co-facilitators, developing slides or other materials, and notetaking.
- Build a relationship with ALL Promotoras in a professional and friendly manner, and instill a trauma-informed culture and atmosphere of mutual learning and growth.
- Coordinate with Promotoras on community outreach assignments including Food Distribution at the East Cliff Clinic.
- Provide support at events as needed.

#### **Patient Advisory**

**Performs the necessary administrative support for the development and maintenance of a patient advisory committee. Serves as the primary point person.**

- Assist Promotoras and patient participants with possible follow-up questions to understand their role as leaders.
- Invite Promotoras and patient participants to meetings.
- Follow up with Promotoras and other participants after each meeting to get their input and feedback.
- Support with outreach calls and documenting on tracking sheet (i.e., keeping up to date contact information such as email, phone number, and address).

- Coordinating gift card distribution:
  - Coordinating with Executive Admin Assistant to order the appropriate number of gift cards each month
  - Collecting recent mailing information of participants
  - Building envelopes so they are ready to send out
- Supporting the Facilitation/Co-Chair/Notetaker need in advisory meetings:
  - Facilitate group discussion if needed around a question to locate leaders in the community
  - Listen to patient experiences, locate overlapping issues, share what was gathered to understand need or concerns in the community to inform change
- Works closely with Executive Administrative Assistant and Patient and other patient/community committees.

**Administrative/Outreach program related tasks:**

- Help track inventory of outreach supplies such as:
  - Period supplies
  - Homeless kits
  - Outreach Swag
  - Volunteer Shirts
  - Outreach Flyers and Clinic Collaterals
  - Diapers
  - Dental Kits and Supplies
- Track flyers to ensure we are circulating current information
- Supports Communications Supervisor with Spanish translation as needed
- Respond and follow up on smaller TE's (telephone encounters) regarding scheduling and/or confirming appointments
- Helps supervise interns and delegates tasks as needed.

**COMPETENCIES:**

**Job Expertise**

- Ability to read, analyze, and interpret general health and social services guidelines, technical procedures, or governmental regulations
- Ability to write reports, health correspondence and procedure manuals
- Ability to effectively present information and respond to questions from groups or patients, center staff, and the general public
- Demonstrates knowledge and use of medical resources and procedures and policies, and applicable federal and state rules and regulations
- Demonstrates ability to assess, implement and monitor options and services to meet individual patients' health needs
- Effectively achieves quality, timely and measurable outcomes
- Acts as a patient liaison with clinic staff and community contacts
- Demonstrates ability to effectively use clinic's Electronic Health Records system (EHR)
- Participates in appropriate staff meetings and agency activities
- Perform all clinical and administrative duties expected of a medical provider at SCCH

**Customer Service**

- Provides patient-centered customer service at all times
- Demonstrates the ability to anticipate patients' needs and deliver services and respond to patients in a timely, accurate, courteous, respectful, and friendly manner
- Demonstrates ownership, initiative, attention to detail, and follow through
- Approaches problem-solving by focusing on patients first

**Communication Skills**



- Oral and written communication is clear, concise, accurate, positive, and respectful
- Response to oral and written questions, instructions, and information is timely and appropriate
- Checks work related email and mailbox on a daily basis

#### **Teamwork/Interpersonal Skills**

- Dealings with others are characterized by fairness, courtesy, diplomacy, honesty, firmness, empathy and confidence
- Effective in offering support and assistance to others, in obtaining information from others, and in supplying information to others
- Is approachable and open to suggestions
- Demonstrates a positive attitude, flexibility, and the ability to develop effective relationships by helping others accomplish tasks and using collaboration and conflict resolution skills

#### **Judgment/Problem Solving**

- Uses critical thinking and common sense to analyze situations, make timely and valid decisions, and take appropriate actions
- Demonstrates good judgment in making decisions

#### **Reliability**

- Completes all assigned duties in an accurate, timely and efficient manner
- Arrives to work on time and maintains consistent attendance
- Follows instructions and appropriate procedures
- Maintains patient confidentiality as required by HIPAA

## **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) \*\*
- CCHI (California Coverage & Health Initiatives) Health Access Assister certified
- CalFresh certified
- B.A or equivalent experience in health education, public health, sciences, or related field
- Bilingual Spanish/English
- Strong computer skills, including Microsoft Word, Excel, and the EHR, eCW
- 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 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
- Knowledge of social service programs in the immediate community
- Experience with event coordination, presenting, or public speaking

## **WORK CONDITIONS**

Working conditions described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions. Variations in conditions may occur under certain circumstances.

## **SALARY & BENEFITS**

This is a full-time, hourly, non- exempt position with a pay range is \$21.00 - \$22.63 per hour. Competitive compensation & 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 the first of the month after 30 days of employment. Automatic 2% enrollment in an employer sponsored 401K plan with a 2% retirement match.

## **APPLICATION PROCESS**

To apply, download our employment application on our [Careers page](#). Submit application and current resume with letter of interest Human Resources. No phone inquiries, please.

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