



## **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 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 liaise 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 reports to the Health Services Director.

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; 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

**Pay Range:** \$25.00 – \$27.81 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 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 (Certification 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 in 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
- 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

## **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 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 a balance of in-person and telephonic clinic hours for patient appointments to assist, educate and enroll.
- Collect and review health insurance enrollment documentation.
- Complete health insurance enrollment applications accurately and efficiently.
- Work with Outreach and Enrollment 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 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 multiple teams 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, to ensure we are fully staffed.
- Managing our active/inactive volunteer tracking sheet.
- Screen existing and potential patients for food delivery.
- Partners closely 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.**

- 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 organizations, 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.

### **Promotoras Program**

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

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

### **Patient Advisory Committee**

**Performs the necessary administrative support for the development and maintenance of a Patient Advisory Committee. Serves as the primary point of contact.**

- Assists Promotoras and patient participants with possible follow-up questions to understand their role as leaders.
- Invites Promotoras and patient participants to meetings.
- Follows up with Promotoras and other participants after each meeting to get their input and feedback.
- Supports with outreach calls and documenting on tracking sheet (i.e., keeping up to date contact information such as email, phone number, and address).
- Coordinates gift card distribution:
  - Coordinating with Executive Administrative Assistant to order the appropriate number of gift cards each month;
  - Collecting recent mailing information of participants and,
  - Building envelopes so they are ready to send out.
- Supports the Facilitator/Co-Chair/Notetaker need in Advisory meetings:
  - Facilitates group discussion if needed around a question to locate leaders in the community and,



- Listens to patient experiences, locates overlapping issues, shares what was gathered to understand need or concerns in the community to inform change.
- Works closely with Executive Administrative Assistant and other patient/community committees.

**Administrative/Outreach program related tasks:**

- Helps 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
- Tracks flyers to ensure we are circulating current information.
- Supports Communications Supervisor with Spanish translation as needed.
- Responds to and follows up on TE's (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).**