



<b>Policy and Procedure No: MS 17.4</b>		<b>Revision No: 4</b>
<b>Division: Care Management</b>		
<b>Department: Member Services</b>		
<b>Title: PHC-CA Health Education Program</b>		
<b>Effective Date: 3/1/2008</b>		
<b>Supersedes Policy No: 95008, 195008, QM 6.0, QM 6.1, QM 6.2, MS 17.0, MS 17.1, MS 17.2, MS 17.3</b>		
<b>Reviewed/Revised by: Michael O'Malley</b>		<b>Review/Revision Date: 12/5/2025</b>
<b>Approving Committee: Member Provider Committee</b>		<b>Date: 12/15/2025</b>
<b>Executive Oversight Committee Date: 12/16/2025</b>		

**Purpose:**

To describe how the Health Plan’s Health Education Program works to educate health plan enrollees, healthcare center clients, providers, and staff with the aim of empowering consumers to be proactive in their healthcare and make informed and healthy decisions.

**Policy:**

1. The Health Plan’s Health Education Program includes, but is not limited to, the following elements:
  - a. Member Newsletter
  - b. Provider Newsletter
  - c. Fact Sheet Library
  - d. Health Education Classes for Enrollees
  - e. Provider Training
  - f. Staff Training
2. The Health Plan employs a qualified, full-time health educator to provide administrative oversight of its health education system.
3. The Health Plan ensures organized delivery of health education programs using educational strategies and methods appropriate for enrollees and effective in achieving behavioral change for improved health.
4. The Health Plan ensures that health education materials are written at the sixth grade reading level and are culturally and linguistically appropriate for the intended audience.
5. The Health Plan reviews health education materials to ensure documents are up to date.
6. The Health Plan monitors its health education services for accessibility for Limited English Proficient (LEP) enrollees.
7. The Health Plan provides educational interventions addressing health categories and topics that align with the Population Health Management (PHM) Strategy.

8. The Health Plan ensures that enrollees receive point-of-service education as part of preventive and primary health visits by providing education, training, and program resources to network providers.
9. The Health Plan's Health Education program complies with all requirements from Federal and State agencies.

**Procedure:**

1. The Health Equity Officer and Director of Health Education develops content for education materials based on:
  - a. Quality improvement projects, performance improvement projects, and chronic care improvement programs.
  - b. Key member/client/patient issues and improvement findings from quality improvement activities (e.g., HEDIS® (Healthcare Effectiveness Data and Information Set), CAHPS (Consumer Assessment of Health Care Providers and Systems), HOS, Client Advisory Groups, and Group Needs Assessments)
  - c. Centers for Medicare & Medicaid Services (CMS) and other regulatory requirements
  - d. Accreditation standards (e.g., AAAHC, NCQA (National Committee for Quality Assurance))
  - e. Infection Prevention and Control Program and patient safety activities.
  - f. Current, organization-approved, clinical practice guidelines. The content is made consistent for members, providers, and staff education materials.
2. The Health Equity Officer and Director of Health Education maintains documentation that demonstrates effective implementation of DHCS' health education requirements.
3. The Member Provider Committee (MPC) provides clinical and content expertise for the Health Education Program. The MPC reviews and approves all members and provides education materials prior to distribution. MPC is comprised of Medical Directors, Directors, managers, physicians, and nurses.
4. The Health Education Program Description is approved annually by the Quality Improvement and Health Equity Committee (QIHEC) as part of the Quality and Performance Improvement Program Description.
5. Editorial Calendars for the Member and Provider Newsletters are approved annually by the Member and Provider Committee.
6. Member Newsletter – Positive Outlook
  - a. The Health Education Program Manager (or designee) produces the member newsletters.
  - b. Member newsletters are produced in English and any threshold language. Other languages and formats are available upon request.

- c. Member newsletters are written at the sixth grade reading level or lower as measured by the Flesch-Kincaid index. Twelve (12) point typeface or larger is used for member newsletters.
- d. Newsletters are reviewed by the MPC.
- e. Distribution of newsletters is documented in the member record.

#### 7. Provider Newsletter – Positive Practice

- a. The Health Education Program Manager (or designee) produces the provider newsletters.
- b. Provider education materials are developed in English, at a professional grade reading level.
- c. Newsletters are reviewed by the MPC.

#### 8. Fact Sheet Library

- a. The Health Equity Officer and Health Educator maintains a library of health education fact sheets, in English and Spanish, written at the 6<sup>th</sup> grade reading level or lower.
- b. The fact sheet library is stored on SharePoint under Health Education for distribution by the care team.
- c. The fact sheets are reviewed at least every three (3) years for clinical relevance.
- d. Fact Sheets are reviewed by the MPC.
- e. Distribution of fact sheets are documented in the member record.

#### 9. Member Education Classes

- a. The Health Equity Officer and Director of Health Education (or designee) provides direct education to members via in-person and virtual classes. For 2026, the tentative schedule of classes is as follows:
  - i. Advance Directive - The last Saturday of each month from April through December 2026.
  - ii. HIV 101 - February, May, August, November.
  - iii. Living with Diabetes - March, June, September, December (includes on demand access to webinars through American Diabetes Association).
  - iv. Cardiac Care/High Blood Pressure – January, April, July, and November (includes access to on demand webinars through the American Heart Association).

- v. Nutrition/Preventing Obesity – February, May, August, November (includes access to on demand webinars through American Nutrition Association).
  - vi. Prevention Education – Education on preventive health care and screening, diet, exercise, medication adherence, etc. January, April, July, November.
- b. Provider Training the Health Equity Officer and Director of Health Education oversees in-person training, web-based training, and online modules to address QI (Quality Improvement) Initiatives, health equity subjects and any areas for improvement identified through medical record review, surveys, or assessments.

#### 10. Staff Training

- a. The Health Equity Officer and Director of Health Education oversees in-person training, web-based training and online modules that support ongoing Quality Improvement and Health Equity initiatives.

#### **Monitoring:**

1. The Health Equity Officer and Director of Health Education:
  - a. Reports program activities and performance measures to the Member & Provider Committee.
  - b. Evaluates health education interventions using mixed methods such as member satisfaction surveys, provider satisfaction surveys, and performance on quality improvement projects.
  - c. Reviews data and completes an annual evaluation for presentation to the MPC and QIHEC. The feedback received from these committees is included in the program description for the following year.
  - d. Monitors changes in the clinical practices to ensure guidelines are up to date.
  - e. Conducts periodic group needs assessment to monitor the current health education and cultural needs of the members. The findings of the assessment are reported to DHCS (Department of Health Care Services) every five (5) years.
2. This policy is updated as necessary and reviewed and approved annually by the Member Provider Committee (MPC).

#### **Definitions:**

1. Advance Directive: means a written instruction, such as a living will or durable power of attorney for health care, recognized under California law, whether statutory or as recognized by the California courts, relating to the provision of health care when a Member is incapacitated.
2. Department of Health Care Services (DHCS) or Department: means the single State department responsible for the administration of the Medi-Cal Program, California Children’s Services (CCS), Genetically Handicapped Persons Program (GHPP), and other health-related programs, as provided by statute and/or regulation.



3. Healthcare Effectiveness Data and Information Set (HEDIS®): means the set of standardized performance measures sponsored and maintained by the National Committee for Quality Assurance (NCQA).
4. Member or Enrollee: means a Potential Member who has enrolled with the Health Plan.
5. National Committee for Quality Assurance (NCQA): is an organization responsible for the accreditation of managed care plans and other health care entities and for developing and managing health care measures that assess the Quality of Care and services that Members receive.
6. Provider: means any individual or entity that is engaged in the delivery of services, or ordering or referring for those services, and is licensed or certified to do so.
7. Written Health Education Materials: designed to assist members to modify personal health behaviors, achieve and maintain healthy lifestyles, and promote positive health outcomes.
8. Written Member Information Materials: designed to provide members with information about benefits and access to/use of MCP (Managed Care Plan) services.

**Reference(s):**

1. W&I Code section 14407.1
2. DHCS APL 16-005, [Requirements for Use of Non-Monetary Member Incentives for Incentive Programs, Focus Groups, and Member Surveys \(Supersedes Policy Letters 09-005 and 12-002\)](#), (revised) November 23, 2026.
3. DHCS APL 18-016, [Readability and Suitability of Written Health Education Materials \(supersedes APL 11-018\)](#), published October 5, 2018.
4. Policy and Procedure PHC-CA Population Health Management
5. Policy and Procedure PHC-CA Community Health Worker Services Benefit
6. Policy and Procedure PHC-CA Member and Provider Health Education Materials
7. Policy and Procedure PHC-CA Provider Training and Education
8. DHCS OR Contract #22-20597, Exhibit A, Attachment III, Section 5.3.7, Services for All Members, Subsection A, Health Education

**Regulatory Agency Approvals:**

Date	Version	Agency	Purpose	Response
10/20/2023	17.2	Dept. of Health Care Services (DHCS)	2024 Operational Readiness (O/R) R.0204	Approved
10/23/2023	17.2	DHCS	2024 O/R R.0203	Approved
11/09/2023	17.2	DHCS	2024 O/R R.0125	Approved



7/17/2025	17.3	DHCS	MCOD Portal D.0407 (update to O/R R.0204)	Approved
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