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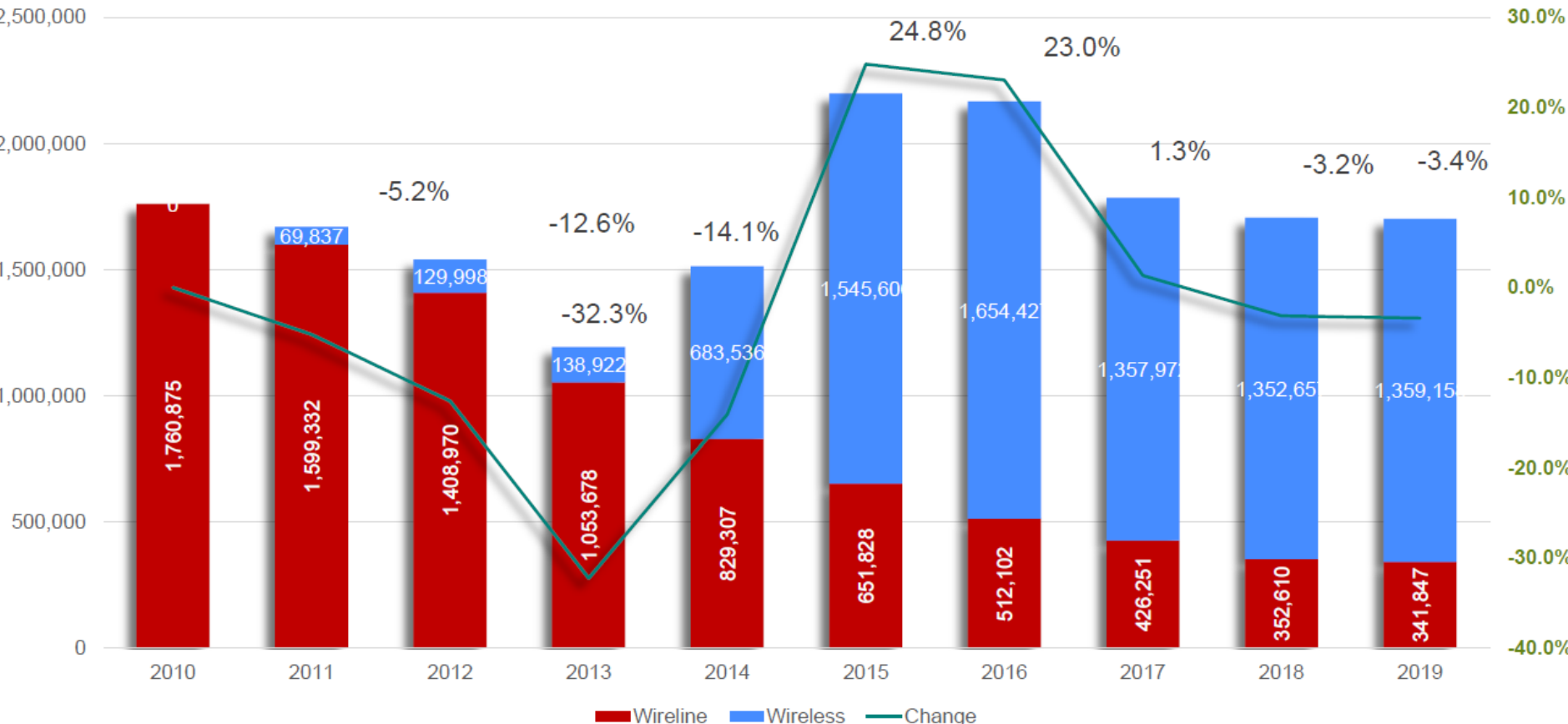
Telehealth Proposal

Medi-Cal and CA Lifeline overview

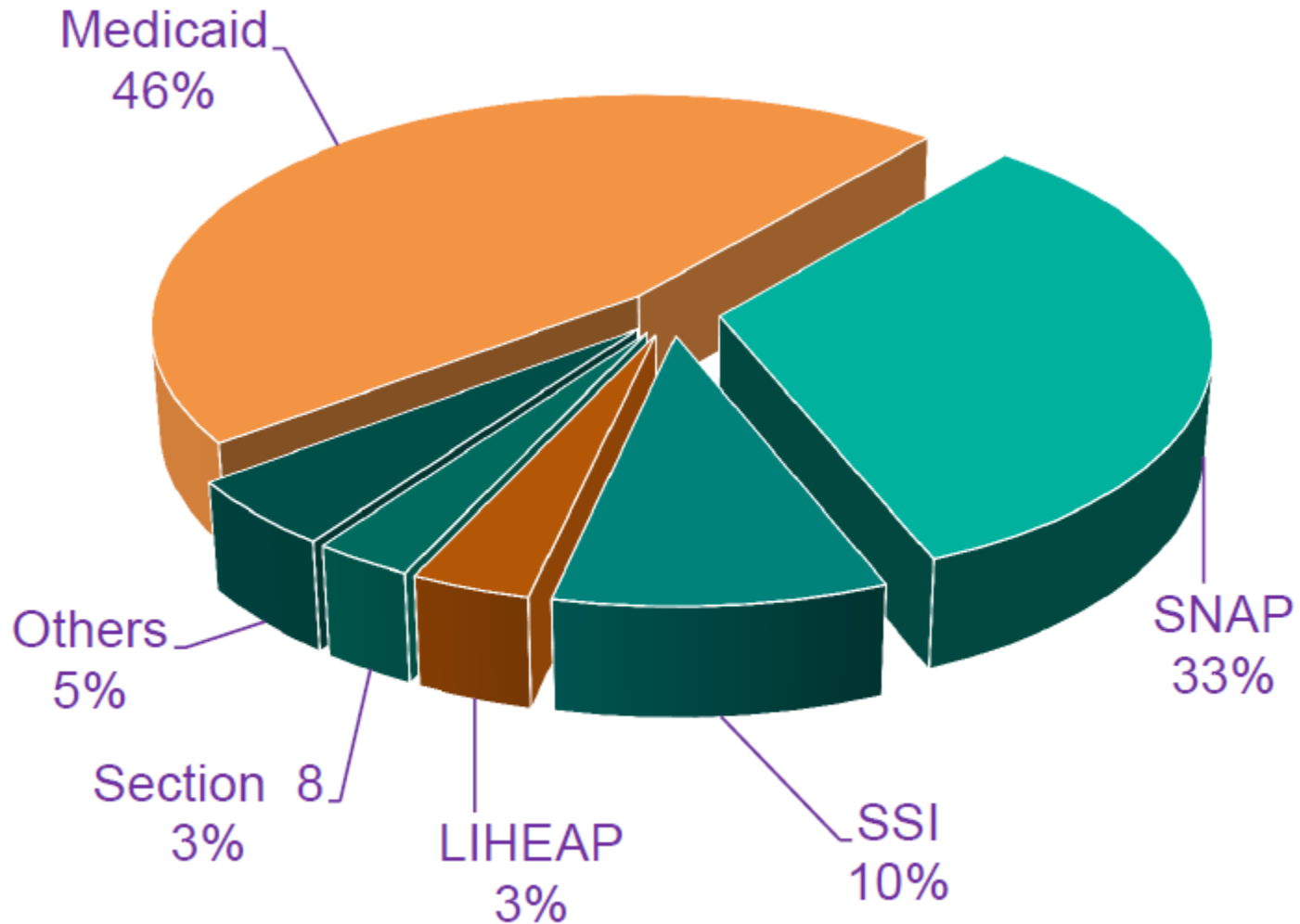# LIFELINE PROGRAM
2010 - 2019

Source: Conduent - CA_LifeLine_Overview_AC_Meeting_March 2019_Final

Year	Wireline	Wireless	Change
2010	1,760,875	0	
2011	1,599,332	69,837	-5.2%
2012	1,408,970	129,998	-12.6%
2013	1,053,678	138,922	-32.3%
2014	829,307	683,536	-14.1%
2015	651,828	1,545,600	24.8%
2016	512,102	1,654,42	23.0%
2017	426,251	1,357,97	1.3%
2018	352,610	1,352,65	-3.2%
2019	341,847	1,359,15	-3.4%

Legend: ■ Wireline ■ Wireless — Change

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CA Lifeline Enrollment Profile

Medicaid 46%

SNAP 33%

SSI 10%

LIHEAP 3%

Section 8 3%

Others 5%

Medi-Cal Enrollment, ACA Expansion and Nonexpansion 2008 to 2018

IN MILLIONS

Legend:
- ACA Expansion
- Nonexpansion

Year	Nonexpansion	ACA Expansion
2008	6.6	
2009	6.9	
2010	7.2	
2011	7.5	
2012	7.6	
2013	7.9	
2014	8.8	1.1
2015	9.7	2.7
2016	10.0	3.6
2017	9.7	3.8
2018	9.4	3.9
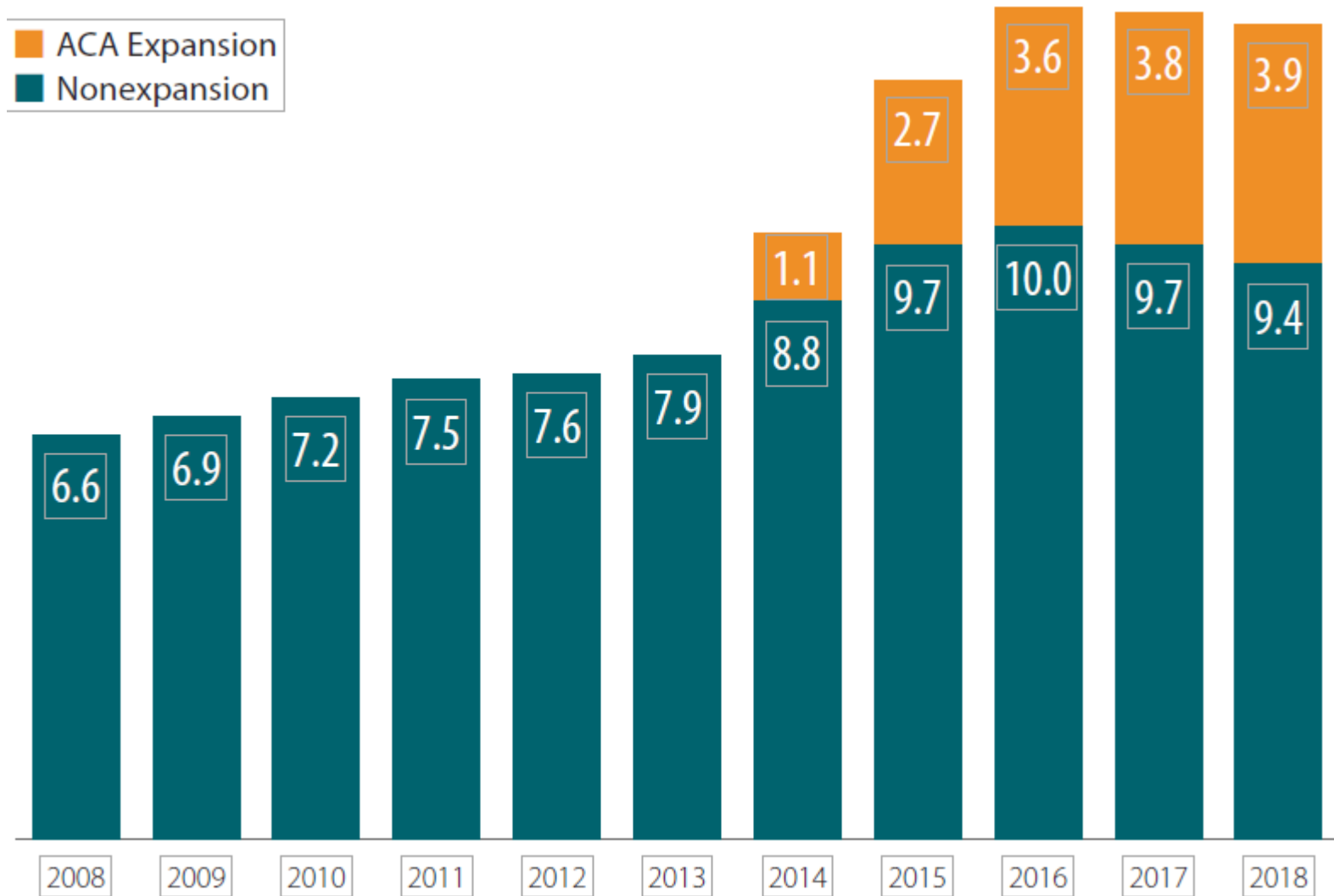
Medicaid/Medi-Cal Beneficiary Profile

Race/Ethnicity

- American Indian / Alaskan Native (<1%)
- Not Reported 13%
- Black 8%
- Asian 10%
- White 19%
- Latino 50%

Total Beneficiaries 13.2 million
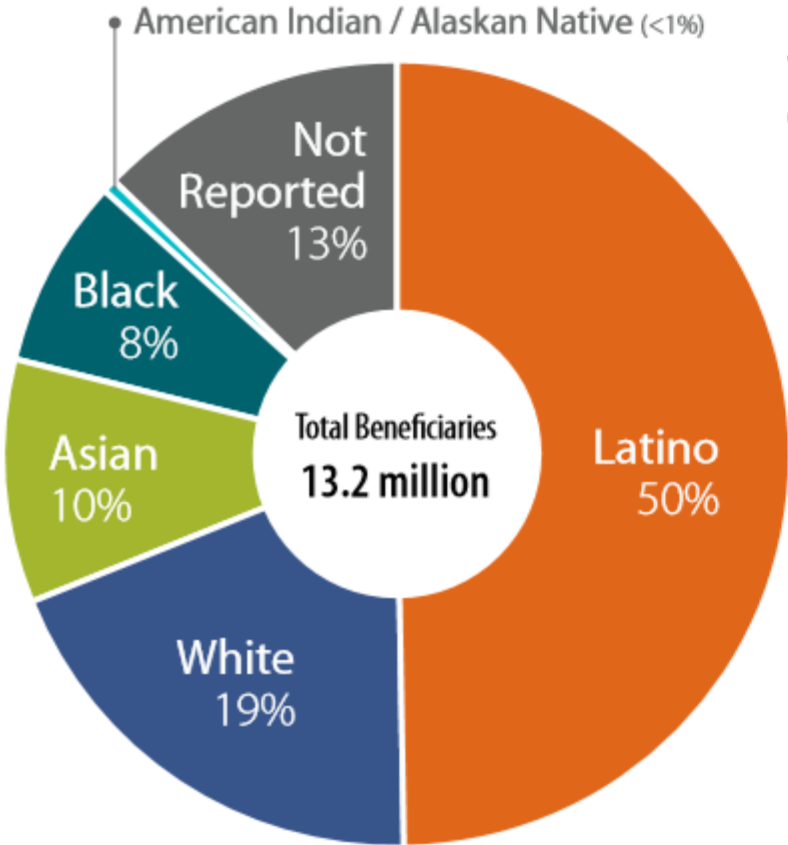
Primary Language Spoken

- Other (4%)
- Vietnamese (2%)
- Chinese (2%)
- Unknown (1%)
- Spanish 30%
- English 62%

Total Beneficiaries 13.2 million
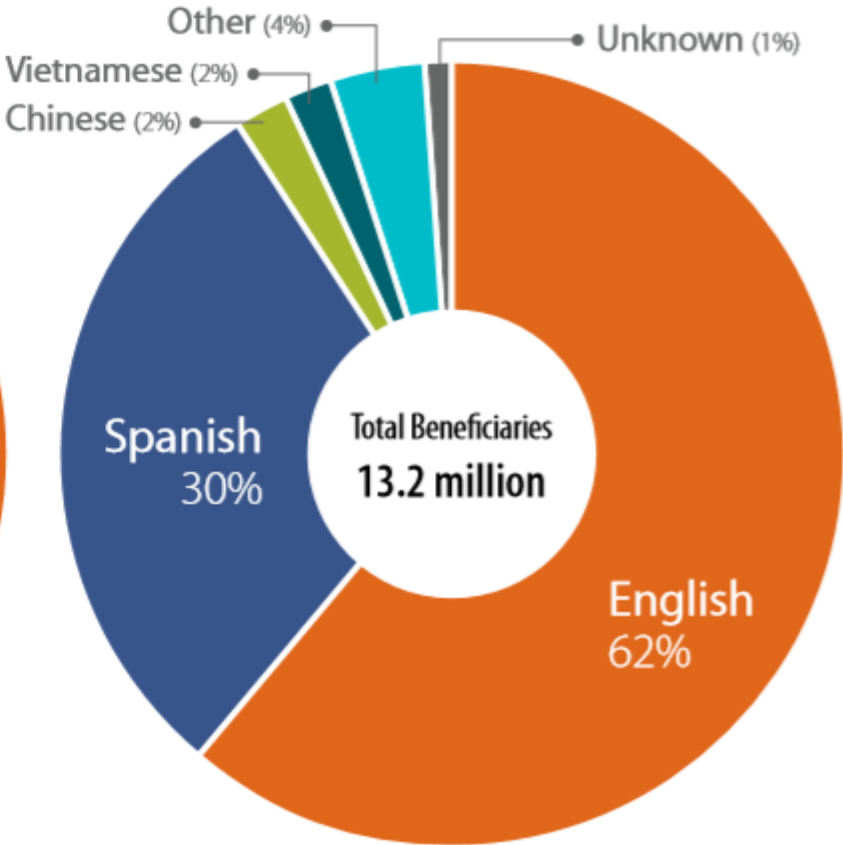
California LIFELINE Participation

- **13.2 million** Californians enrolled to Medi-Cal program
- Average household size in California is approximately 3 people based on Census Data
- Approximately **4.4 million households** in California should be eligible for Lifeline benefits at least based on Medi-Cal participation
- Current California Lifeline participation is **1.7M households**
- Medi-Cal participation grow during 2010 - 2018 from 7.2 million to 13.2 million
- California Lifeline participation had ups and downs but essentially just switched participation of 1.7 millions from complete wireline service to primarily wireless services
- Approximately 46% consumers enrolled to California Lifeline program used their Medi-Cal eligibility
- With Medi-Cal participation almost doubled in the past 8 years we should see similar grows in California Lifeline participation, but we do not
- California Lifeline Enrollment process has to be streamlined to significantly increasing participation

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Telehealth and Medi-Cal eligibility enrollment Pilot proposal

TRUCONNECT - HEALTH PROVIDER SOLUTION PARTNERSHIP

Medicaid/Medi-Cal plan consumers now have all time connectivity with Health provider solution network through TruConnect services

Upon Approval of Eligible Medicaid Holder, Phone is shipped to Consumer

Health service provider solution

Medicaid Plan:

- $50 subsidized mid-range phone (5' screen, 16/1 memory) with free prepaid plan

- Free – Up to 3 GB Monthly Data

- Free - Unlimited Talk & Text

- Free – Unlimited Calls to Select Countries

- Preloaded health service provider app

- Built-in Wi-Fi technology

Duplication verification through already implemented DAP process

Provision Handset Including Bundled Services with health provider App

CA Lifeline TPA

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Automatic Enrollment into California Lifeline if Consumer is Medicaid/Medi-Cal Eligible

Online enrollment portal With possible Integration through APIs

TRUCONNECT TELEHEALTH PILOT COMPONENTS

- Online enrollment portal optimized for desktop and mobile devices
- APIs for seamless integration between Online enrollment portal and partner(s) systems
- JWT token system utilization to allow secure communication between partner system and TruConnect enrollment portal (Token uniquely identifies the customer based on last name + Medicaid/Medical ID number and healthcare provider pre-generated key)
- Utilizing **existing** integration with California Lifeline Third Party Administrator through Direct Application Process (DAP)
- Plan specifically designed to support interaction between participant and partner(s) systems
- Powerful 5" touchscreen handset running latest Android OS, bundled with TruConnect MyAccount web app, digital healthcare solution and health provider applications
- Call center support
- Physical locations to support customers

TRUCONNECT LIFELINE ONLINE ENROLLMENT

- Streamlined application process from any available electronic device connected to internet

- Customers can apply for a free phone and Lifeline wireless service by visiting www.truconnect.com.

- Once at the TruConnect webpage, customers can enter their ZIP code and email address to begin the application.

- After clicking Apply Now, customers will be taken to the online enrollment portal, where they can enter their personal information and proof of eligibility to see if they qualify.

- Alternatively partner system will be able to interact with online enrollment portal through set of APIs
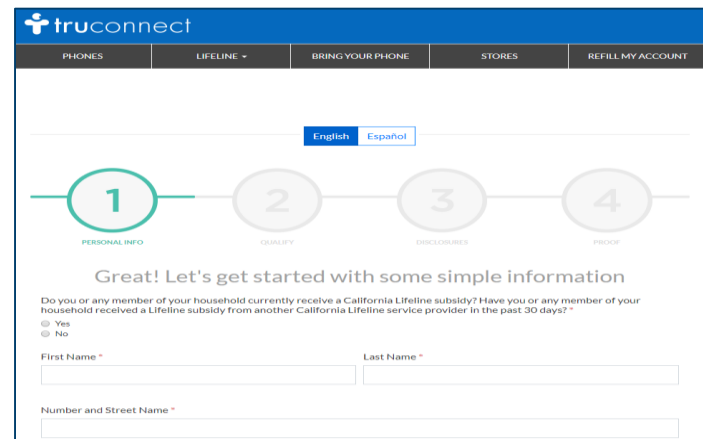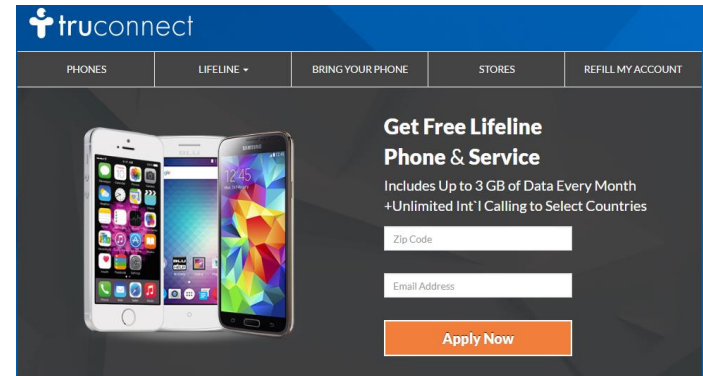
MEDICAID/MEDICAL PLAN
(Covered by CA Lifeline subsidy)

PLAN: UTT, 3GB
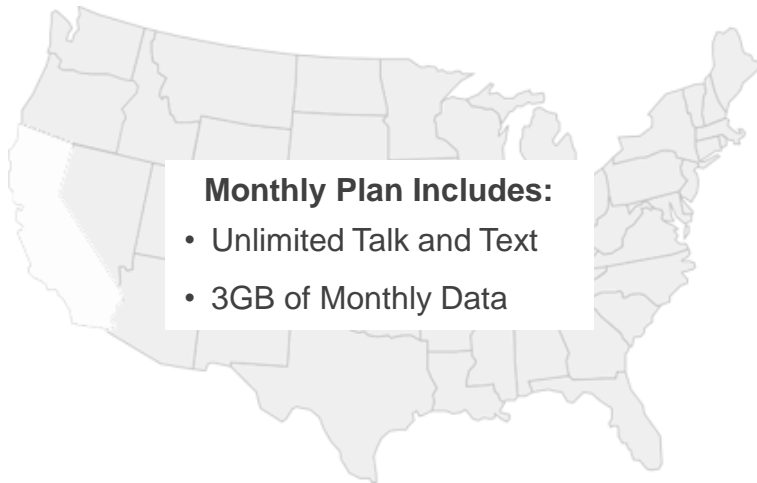
Monthly Plan Includes:

- Unlimited Talk and Text
- 3GB of Monthly Data

PLUS

**UNLIMITED INTERNATIONAL CALLING
TO MEXICO, CHINA, & CANADA**

5" SMARTPHONE

Book Appointment

Sam Grey
Primary

Consultant type   GP
Date & time   Today 12:00

Video   Phone

Describe your symptoms

Attach notes and photos to help provide you with the best advice.

Book Appointment

Assist   Appointments   Notifications   Account

Device Includes:

- 5" 854x480 Touch Screen
- 8GB Storage
- 1GB RAM
- Android 7.0 Nougat
- 5MP Rear Camera
- 2MP Front Camera
- 1.3GHz Quad-Core Processor
- Dual SIM Slots

BroadbandRx PLAN
(Required additional $20 monthly subsidy – Limited to 2,000 customers)

PLAN: UTT, 3GB + Rx

Monthly Plan Includes:

- Unlimited Talk and Text
- 3GB of Monthly Data
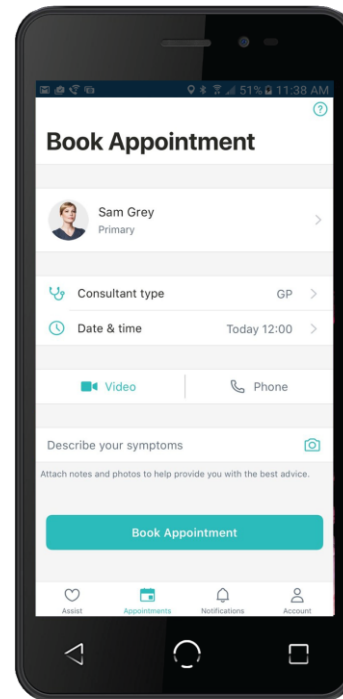- Unlimited Data to be used by partners applications only

PLUS

UNLIMITED INTERNATIONAL CALLING TO MEXICO, CHINA, & CANADA
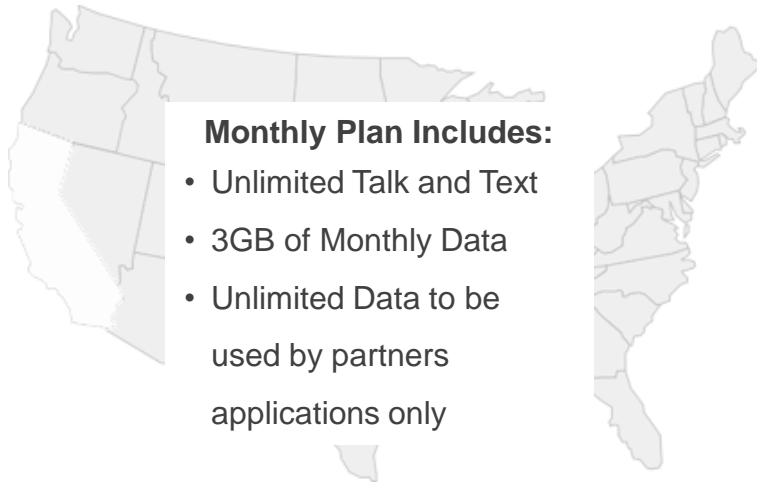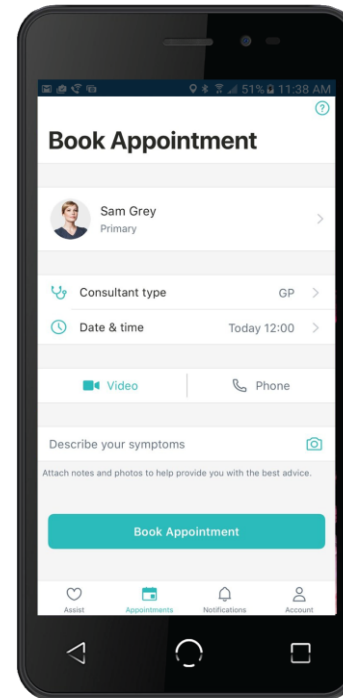
5" SMARTPHONE

Device Includes:

- 5" 854x480 Touch Screen
- 8GB Storage
- 1GB RAM
- Android 7.0 Nougat
- 5MP Rear Camera
- 2MP Front Camera
- 1.3GHz Quad-Core Processor
- Dual SIM Slots

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TRUCONNECT MYACCOUNT APPLICATION

- What is my balance (usage information)

- FAQ on device, plan, and Lifeline Program information if applicable

- Plan description

- Add data functionality

- Lifeline renewal information (if applicable)

- Mobile and Desktop optimized interface

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COMPREHENSIVE DIGITAL HEALTHCARE DELIVERED VIA A PARTNER PLATFORM*
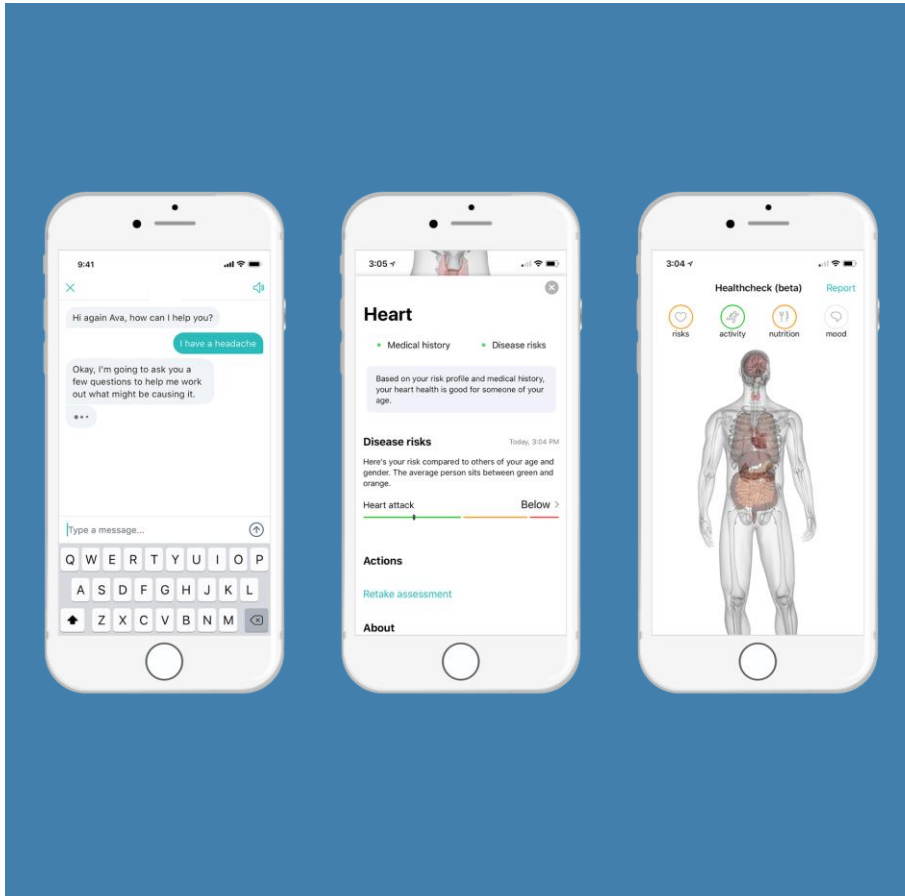
- **Symptom checker** Asks questions and interprets symptoms via a chatbot interface to recommend the most appropriate service.

- **Healthcheck** Accurately assesses a person's current health and predicts future risk for some of the most common diseases.

- **Digital Twin** Visual representation of a patient's personal health record, including medical history and current lifestyle.

Delivered by our partner – with over $500 million in funding

FULL TECH STACK TRUCONNECT CALL CENTER

- Voice, Chat, and Email Support

- Custom IVR by Campaign

- CRM Integration

- Automated Self-Service Functionality

- ACD with Call Distribution Algorithms

- Skills-Based Routing

- Automated Archiving (Recordings and Reports)

- Automated Outbound Dialer

- Real-time, Historical, and Custom Reports

- CTI Screen Pop

- Blended Inbound and Outbound Campaigns

- Personalized Dashboards

TRUCONNECT COVERAGE IN CA
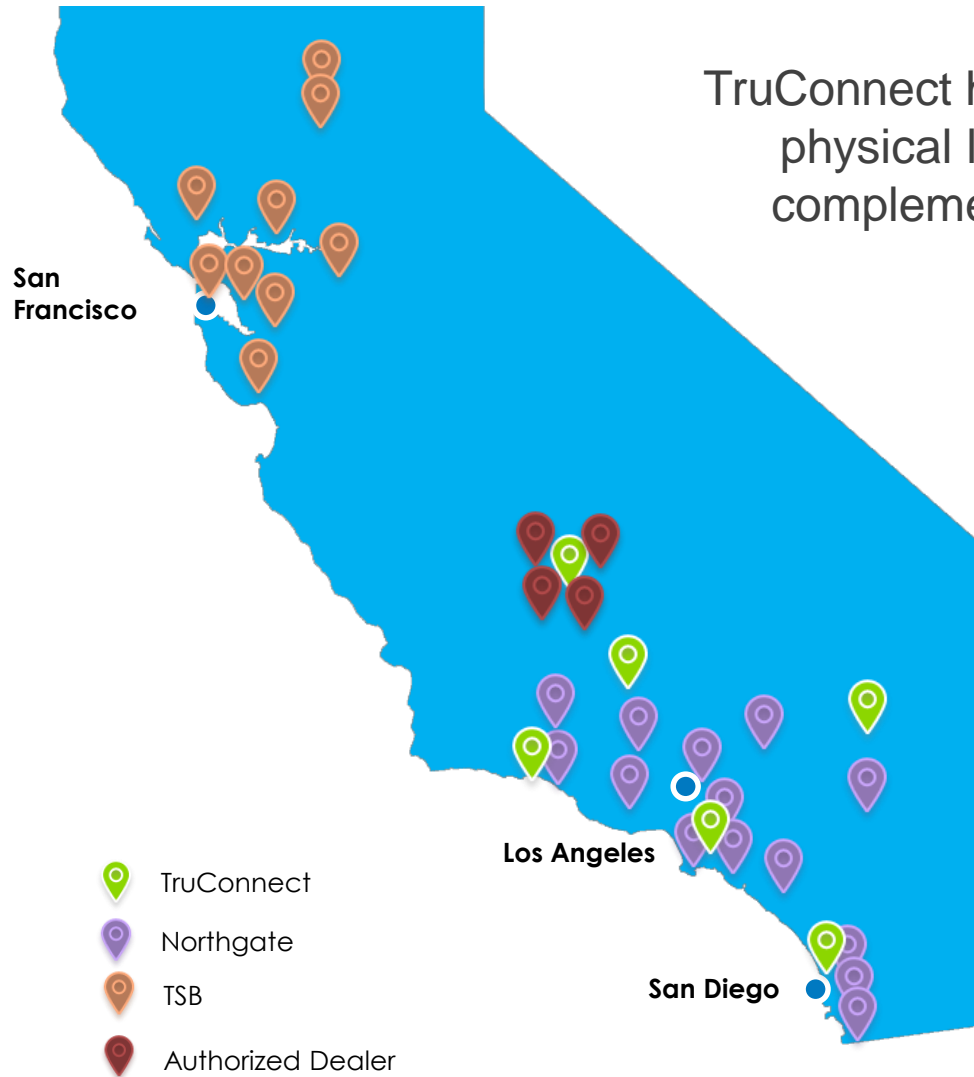
TruConnect has a strong network of physical locations across CA complementing partners's CA network

San Francisco

Los Angeles

San Diego

Legend:
- TruConnect
- Northgate
- TSB
- Authorized Dealer

STRETEGIC PARTNERSHIP FOR PILOT

This strategic partnership enables TruConnect and Medi-Cal providers to combine forces to achieve their mutual goal of providing service to the low income population with better health and connectivity.

Multiple Medi-Cal providers are trying to lower the cost of their operation by providing electronic functionalities such as appointment handling, check-in, test results etc. This functionality is established, but requires devices and connectivity to work. A partnership with Truconnect will provide Medi-Cal providers with the opportunity to deliver that functionality to people in need.

The Telehealth solution will provide customers with the ability to self diagnose and communicate with health professionals without physically going to Medi-Cal provider office. That again will lower the cost of Medi-Cal providers and claim expenses for Medi-Cal program overall

Medi-Cal providers will be interested in partnering with CA Lifeline if enrollment and recertification processes are simplified and streamlined

- Currently identified 1 partner providing telehealth solution for mobile (under NDA)

- Also identified 2 healthcare networks who have agreed to partner with TruConnect in CA (under NDA)

MARKETING MATERIALS FOR PILOT

Truconnect planning both online and offline marketing efforts

- Calling campaigns

- Regional district representative events

- Co-marketing events with CBOs

- Social media advertisement

- Multilingual printed marketing materials stationed in all Medi-Cal provider's facilities

Truconnect is asking $400,000 from fund to cover marketing efforts to promote this pilot

SYSTEM INTEGRATION WITH PARTNERS

- TruConnect currently utilizes an online enrollment portal that will be available to Medi-Cal providers for use immediately

- Token system will be designed and implemented for tracking purposes during first pre-implementation phase

- OEM process will be modified to preinstall all related applications during first Pre-implementation phase

- APIs will be developed to allow seamless integration with multiple Medi-Cal providers systems. They will be standardized to allow quick integration

Truconnect is asking $200,000 from fund to cover implementation and system integration cost

PILOT IMPLEMENTATION TIMELINE

Pre-Implementation (Months 1-3)

-Identify and educate Partner(s)

-Develop educational materials in conjunction with Staff

-Configure data collection and reporting

-Implement/test token system

-Start system integration with identified partners

Data collection opportunities:

-interest of partners, barriers to onboarding

After moving to Implementation with initial Partners, TruConnect will continue to identify additional Partners, and modify educational materials as needed

Implementation Phase 1 (Months 3-6)

*Begin with Referral Tokens only, to focus testing the token enrollment process.

-Pilot Partner refers eligible customers through Referral token system; customers are vetted through TPA, but bypassing manual enrollment process

-TruConnect ships device to TPA-approved customers

Data collection:

-tokens generated

-failed vs successful enrollments, & reasons

-customer usage

Begin analyzing data, generating monthly reports

Implementation Phase 2 (Months 6-20)

*Add BroadbandRx Tokens; begin implementation with new Partners (ongoing)

-Physicians continue to refer eligible customers, but with option to prescribe the BroadbandRx plan for customers with frequent medical monitoring needs (2000 limit)

-TruConnect customizes device and plan selection based on Physician referral, and ships device to TPA-approved customers

-Month 18: begin educating customers on transition from Pilot

Data collection:

-plan usage, telehealth usage

-customer payment behavior

-retention rates

-reasons for customer/Partner to stop participation

Continue monthly, add quarterly reports

Renewal/Data Evaluation (Months 21-24)

-Complete customer education on renewal process and transition from Pilot to CA LifeLine

-Implement renewal process

Additional Data collection & Analysis:

-Consumer responsiveness to various forms of communication

-Volume of consumers in the pilot new to the Program

-Consumer and Pilot Partner experience

-Geographic reach for telehealth services

-Availability of subsidies from other federal/state assistance programs or grants

Provide summary of findings, best practices, lessons learned, and if data supports expanding the CA LifeLine Program to include a token-based enrollment process and/or support telehealth services

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PILOT IMPLEMENTATION BUDGET

Month	Referral Subs	Rx Subs	$14.85 CA LifeLine subsidy	$9.25 Fed subsidy replacement	Up to $20 additional BroadbandRx subsidy	Marketing	System Integration
			(all customers)	(all customers)	(max 2,000 customers)	(max $400,000.00)	(max $200,000.00)
0	0	0	$0.00	$0.00	$0.00	$0.00	$50,000.00
1	0	0	$0.00	$0.00	$0.00	$100,000.00	$50,000.00
2	0	0	$0.00	$0.00	$0.00	$100,000.00	$100,000.00
3	100	0	$1,485.00	$925.00	$0.00	$0.00	$0.00
4	200	0	$2,970.00	$1,850.00	$0.00	$0.00	$0.00
5	400	0	$5,940.00	$3,700.00	$0.00	$100,000.00	$0.00
6	1000	100	$16,335.00	$10,175.00	$2,000.00	$100,000.00	$0.00
7	2000	200	$32,670.00	$20,350.00	$4,000.00	$0.00	$0.00
8	3000	300	$49,005.00	$30,525.00	$6,000.00	$0.00	$0.00
9	4000	400	$65,340.00	$40,700.00	$8,000.00	$0.00	$0.00
10	5000	500	$81,675.00	$50,875.00	$10,000.00	$0.00	$0.00
11	6000	600	$98,010.00	$61,050.00	$12,000.00	$0.00	$0.00
12	7000	700	$114,345.00	$71,225.00	$14,000.00	$0.00	$0.00
13	8000	800	$130,680.00	$81,400.00	$16,000.00	$0.00	$0.00
14	9000	900	$147,015.00	$91,575.00	$18,000.00	$0.00	$0.00
15	10000	1000	$163,350.00	$101,750.00	$20,000.00	$0.00	$0.00
16	11000	1100	$179,685.00	$111,925.00	$22,000.00	$0.00	$0.00
17	12000	1200	$196,020.00	$122,100.00	$24,000.00	$0.00	$0.00
18	13000	1400	$213,840.00	$133,200.00	$28,000.00	$0.00	$0.00
19	14000	1500	$230,175.00	$143,375.00	$30,000.00	$0.00	$0.00
20	15000	1600	$246,510.00	$153,550.00	$32,000.00	$0.00	$0.00
21	16000	1700	$262,845.00	$163,725.00	$34,000.00	$0.00	$0.00
22	17000	1800	$279,180.00	$173,900.00	$36,000.00	$0.00	$0.00
23	18000	1900	$295,515.00	$184,075.00	$38,000.00	$0.00	$0.00
24	19000	2000	$311,850.00	$194,250.00	$40,000.00	$0.00	$0.00
			$3,124,440.00	$1,946,200.00	$394,000.00	$400,000.00	$200,000.00
			no addt'l expense to CA Fund	potential addt'l Pilot expense to replace Federal subsidy foregone to allow for token enrollment	maximum additional BroadbandRx expense	maximum marketing expences	maximum system integration expences

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Thank you!