



CMSP Letter No.: 21-02  
Issue Date: October 7, 2021

TO: All County Welfare Directors

SUBJECTS: CMSP County Training and Marketing Efforts

The purpose of this All County Letter is to provide information to counties about an upcoming CMSP Eligibility Training and share information about current marketing efforts.

### **CMSP County Eligibility Training**

County social services staff from the 35 CMSP-participating counties are invited to attend an interactive training about County Medical Services Program (CMSP) enrollment and coverage on **Wednesday, October 27, 2021 from 10:00 to 11:30 AM**. Training topics will include the CMSP supplemental application, CMSP income and asset requirements, CMSP manual and forms, CMSP benefits and retroactive coverage.

Additionally, CMSP staff will provide an overview of the Path to Health Pilot Project (ACL 19-01 & ACL 19-04) and Connect to Care Program (CMSP ACL 20-07). Attendees must register in advance and will be sent the Zoom login information after their registration is accepted. Please complete registrations no later than October 25, 2021 at:

[https://us06web.zoom.us/webinar/register/WN\\_alq-7PArSf-FCkHgXukMRQ](https://us06web.zoom.us/webinar/register/WN_alq-7PArSf-FCkHgXukMRQ)

A recorded version of the CMSP County Eligibility Training will be available to view after November 1, 2021 at <https://cmspcounties.org/county-faq>.

### **CMSP Marketing Efforts**

CMSP has initiated marketing efforts for its three health benefit programs: CMSP's full-scope benefit, Path to Health, and its newest benefit program, Connect to Care. On page 3 of this letter, counties will find a Dropbox link to view samples and download some of the various marketing materials to spread awareness of CMSP's benefit programs within its 35 counties.

All of CMSP's current marketing materials direct potential members to a landing page, <https://careinreach.com/>. A Spanish translated version of the landing page is also available at <https://saludalalcance.com/>. The landing page provides viewers with a breakdown of each of the three programs to determine which benefit program is right for them based on eligibility guidelines. The visitor can then click on the program that best fits their needs where they will be re-directed to that program's site and learn more about the program including covered benefits and how to locate an enrollment provider to assist them with the application process.

To spread awareness to the 35 counties, CMSP has worked with its marketing team to develop and implement the following:



- Paid Media Advertisements
  - 30-second radio ads in Spanish
  - 30-second video clips
    - English: <https://www.youtube.com/watch?v=psyhR9xKMI4>
    - Spanish: <https://www.youtube.com/watch?v=Dx7KlzhnbjY>
  - Digital ads including social media ads and banners
    - Official CMSP Facebook Page: <https://www.facebook.com/cmस्पcounties/about/>
    - Official CMSP YouTube Page: <https://www.youtube.com/channel/UCpdrDAmbEG9qab8yUY6Bzqw>
- Paid Out-of-Home Advertisements
  - Posters placed in high-traffic areas of the community such as local markets
  - Transit ads including bus ads and shelters ads (Butte, Shasta, and Solano Counties)







If you have any questions about the upcoming training or marketing information, contact Alison Kellen, Program Director, at [akellen@cmस्पcounties.org](mailto:akellen@cmस्पcounties.org) or 916-649-2631, ext. 119 or Paradis Pourzanjani, Program Analyst, at [ppourzanjani@cmस्पcounties.org](mailto:ppourzanjani@cmस्पcounties.org) or 916-649-2631, ext. 125.

Thank you,

Kari Brownstein  
Executive Director

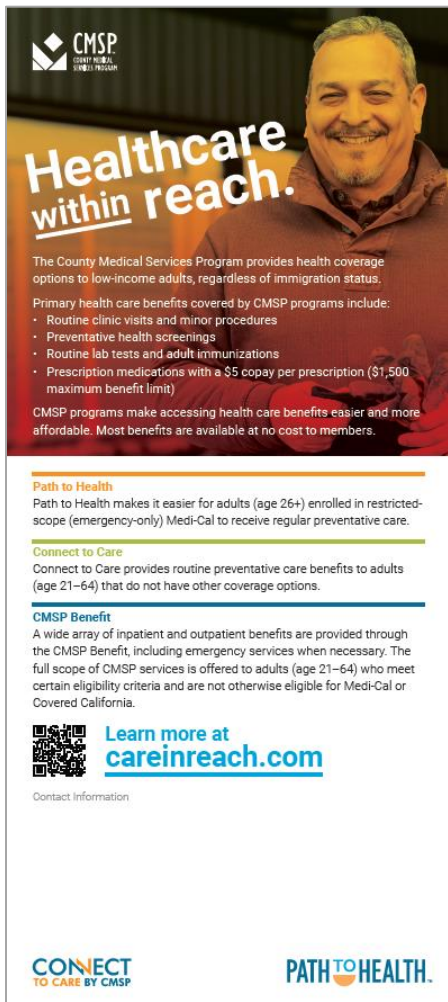
## To Access the Dropbox:

1. Click on the following link or copy and paste the URL into your browser:  
<https://www.dropbox.com/sh/d8oe1c6qqazv1ub/AAA6mJyTj-gEeCBx9uLXI-uVa?dl=0&lst=>
2. You should land on a page displaying file folders with the various marketing items.

EXTERNAL: CMSP Governing Board Review Assets	
from Wallrich Creative Communications (Wallrich)	
Name	
	01 Rack Card Sample
	02 Radio Ad Samples
	03 Poster Samples
	04 Video ads

3. 4.25" x 11" Rack Card (Double-Sided English & Spanish) - Available to download and print

*English*



**CMSP**  
COUNTY MEDICAL SERVICES PROGRAM

# Healthcare within reach.

The County Medical Services Program provides health coverage options to low-income adults, regardless of immigration status.

Primary health care benefits covered by CMSP programs include:

- Routine clinic visits and minor procedures
- Preventative health screenings
- Routine lab tests and adult immunizations
- Prescription medications with a \$5 copay per prescription (\$1,500 maximum benefit limit)

CMSP programs make accessing health care benefits easier and more affordable. Most benefits are available at no cost to members.

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**Path to Health**  
Path to Health makes it easier for adults (age 26+) enrolled in restricted-scope (emergency-only) Medi-Cal to receive regular preventative care.

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**Connect to Care**  
Connect to Care provides routine preventative care benefits to adults (age 21–64) that do not have other coverage options.

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**CMSP Benefit**  
A wide array of inpatient and outpatient benefits are provided through the CMSP Benefit, including emergency services when necessary. The full scope of CMSP services is offered to adults (age 21–64) who meet certain eligibility criteria and are not otherwise eligible for Medi-Cal or Covered California.

 [Learn more at careinreach.com](http://careinreach.com)

Contact Information

**CONNECT TO CARE BY CMSP**      **PATH TO HEALTH.**

*Spanish*



**CMSP**  
COUNTY MEDICAL SERVICES PROGRAM

# Salud a tu alcance.

Los Programas de Servicio Médico del Condado (CMSP por sus siglas en Inglés) brindan opciones de cobertura de salud para adultos de bajos ingresos, sin importar su estatus migratorio.

Los beneficios primarios de cobertura de salud dentro de los programas de CMSP incluyen:

- Visitas clínicas que no sean de emergencia y procedimientos menores
- Cheques de salud preventivos
- Pruebas de laboratorio de rutina e inmunizaciones para adultos
- Prescripciones médicas con un co-pago de \$5 por prescripción (con un límite máximo de beneficio de \$1,500)

Los programas de CMSP hacen que obtener beneficios de cobertura de salud sea más fácil y accesible. Muchos de los beneficios están disponibles sin costo alguno para sus miembros.

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**Camino a la Salud**  
Camino a la Salud facilita que los adultos (de 26 años o más) inscritos en Medi-Cal de alcance restringido (sólo emergencias) puedan recibir cuidado de salud regular de tipo preventivo.

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**Conexión a la Salud**  
Conexión a la Salud provee beneficios de cuidado de salud preventivo de rutina para adultos (de entre 21 a 64 años) que no tengan otras opciones de cobertura de salud.

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**Beneficio CMSP**  
Beneficio CMSP provee una amplia gama de beneficios para pacientes hospitalizados y ambulatorios, incluyendo servicios de emergencia cuando es necesario. Todos los servicios de CMSP son ofrecidos para adultos (de entre 21 a 64 años) que reúnan ciertos criterios de elegibilidad y no sean de otra manera elegibles para Medi-Cal o Covered California.

 [Aprende más en saludalalcanace.com](http://saludalalcanace.com)

**CONEXION A LA SALUD DE CMSP**      **CAMINO A LA SALUD.**

July 2021

4. 30-Second Spanish Radio Ad Samples & Script – Available to download

Name	
	CMSP_radio sample 01_ "Today more than ever".mp3
	CMSP_radio sample 02_ "Unreachable".mp3
	CMSP_radio scripts.pdf

5. Posters

- a. A folder with compressed file sizes of the posters for e-mailing
- b. A folder with high-resolution images of the posters for printing

*Design 1*



*Design 2*





*Design 3*



*Design 4*



6. 30-Second English & Spanish Video Ads

Name	
	CMSP--30-Seconds-English-Final.mp4
	CMSP-30Seconds-Spanish-Final.mp4