



The California Managed Risk Medical Insurance Board

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Board Members

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Sophia Chang, M.D., M.P.H.
Samuel Garrison

Ex Officio Members

Jack Campana
Diana S. Dooley
Dale E. Bonner

MEMORANDUM

DATE: January 13, 2010
TO: MRMIB Members
FROM: Jeanie Esajian, Deputy Director for Legislation and External Affairs
SUBJECT: MRMIB Media Report for December 2010/ January 2011

A handwritten signature in black ink, appearing to be "JE", written over the "FROM" line of the memorandum.

The last 30 days was a light media period with coverage focusing on the following announcements:

- Janette Casillas's appointment to Executive Director of MRMIB
- The introduction of the Health-e-App for public online Healthy Families applications

Press releases announcing these events generated coverage in media outlets for the following organizations: the Sacramento Business Journal, Inland Valley Daily Bulletin, San Bernardino County Sun, California Primary Care Association, California Health Care Foundation, Insure the Uninsured Project, and the Ethiopian Review.

In addition to coverage generated by these releases, four reporters contacted MRMIB. These reporters represented three print media outlets and one web-based publication. Media outlets included the following: the Sacramento Business Journal, North County News, Center for Health Reporting and Etopia News (web).

Times

If you have any questions or comments regarding these articles, please feel free to contact me at (916) 324-0571 or at jesajian@mrmib.ca.gov.

NEWS FROM MRMIB

The Managed Risk Medical Insurance Board

December 17, 2010

For Immediate Release

Contact: Jeanie Esajian
916/324-0571 or
916/275-7649

New Executive Director Appointed Janette Casillas Assumes Duties January 1, 2011

The Managed Risk Medical Insurance Board today announced that it has appointed Janette Casillas as its new Executive Director.

Mrs. Casillas has served as MRMIB's Chief Deputy Director for three years, and has worked for the Board a total of 12 years in various executive and staff capacities, including as the Deputy Director for Eligibility, Enrollment and Marketing. She succeeds Lesley S. Cummings, who retires on December 29, 2010.

"This is a critical time for health care reform, the Board, its programs and staff," said Cliff Allenby, Board chairman. "Janette is superbly equipped to lead us through this time of great change in the health care landscape. Her knowledge and skills will contribute enormously to the future success of MRMIB and its programs."

The Managed Risk Medical Insurance Board was created in 1990 with a broad mandate to advise the Governor and the Legislature on strategies for reducing the number of uninsured persons in California. The Board operates a number of programs that provide subsidized health insurance coverage for uninsured persons, the major ones of which are: the Healthy Families Program for low-income children aged 0-19 (California's CHIP program); the Access for Infants and Mothers program that covers middle-income pregnant women; the Major Risk Medical Insurance Program, the state's program for persons who are otherwise medically uninsurable; and the Pre-Existing Condition Insurance Plan, the new federal high-risk pool for persons with pre-existing conditions that MRMIB operates in California for the federal government. In all, MRMIB programs serve nearly 1 million Californians and MRMIB administers more than \$2 billion in state and federal funds in the provision of this care.

MRMIP

HFP

AIM

PCIP

Managed Risk Medical Insurance Board
1000 G Street, Suite 450
Sacramento, CA 95814

Cliff Allenby, Chairman
Lesley Cummings, Executive Director
916/324-4695

California Health and Human Services Agency

Mrs. Casillas said she looks forward to dealing with the challenges and opportunities of the next few years.

“MRMIB is strongly committed to the state’s implementation of health care reform and to identifying ways to assist in the fiscal challenges ahead,” said Mrs. Casillas. “We have a depth of expertise to share.”

Mrs. Casillas is a veteran state administrator of more than 35 years, much of it at MRMIB and the Department of Health Services, working in areas related to the provision of government health care programs. She has worked in areas of policy formulation and development, implementation of large scale health care expansions, negotiations with administrative vendors and plans and monitoring of health care service plans. She has a mission-oriented style of leadership.

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NEWS FROM MRMIB

The Managed Risk Medical Insurance Board

December 22, 2010

For Immediate Release

Contact: Jeanie Esajian
916/324-0571 or
916/275-7649

First Public Online Application Health-e-App launched for California's Healthy Families and Medi-Cal Programs

On Monday, families began applying online for health care coverage by submitting the Health-e-App. Health-e-App is an application for California's Healthy Families Program for children and Medi-Cal for pregnant women; it also permits children to be preliminarily screened for the Medi-Cal Percentage Level Programs. This newly launched Health-e-App consumer service can be accessed at any time during the day or night and from any location with access to the internet.

"Health-e-App was the first internet-based system in the nation to fully automate the application process for low-income uninsured children and now it is available to the public via the internet," said Lesley S. Cummings, Executive Director of the Managed Risk Medical Insurance Board, the state agency that operates HFP. "We are grateful to the California Health Care Foundation and The California Endowment for their support in the development of this user-friendly web-based application for families who wish to apply for HFP. We believe it will be of enormous value to them."

In the first two days of public access, approximately 100 Californians have logged online to use the new Health-e-App system. It can be accessed via the internet at <https://www.healtheapp.net>

Health-e-App was developed by the California Health Care Foundation in 2001 and licensed to the state to help reduce the number of uninsured children in California. It has been used statewide by certified application assistants who are trained to help persons complete the application form. Now access has been expanded to the general public. Health-e-Apps are submitted electronically to the state's Single Point of Entry, from which they are forwarded to either HFP or Medi-Cal Percentage Level Program.

Today's launch is the English-language version of the Health-e-App. The launch of the Spanish-language version will follow in approximately 30 days. Early next year, additional enhanced functionalities and the Access for Infants and Mothers (AIM) Program will be added. The AIM Program is also operated by the Managed Risk Medical Insurance Board, as is the Major Risk Medical Insurance Program and the Pre-Existing Condition Insurance Plan.

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Cliff Allenby, Chairman
Lesley Cummings, Executive Director
916/324-4695

California Health and Human Services Agency

From the Sacramento Business Journal:

<http://www.bizjournals.com/sacramento/news/2010/12/20/managed-risk-medical-insurance-board.html>

Managed Risk Medical Insurance Board names new executive director

Sacramento Business Journal - by Kathy Robertson , Staff writer

Date: Monday, December 20, 2010, 1:15pm PST

The Managed Risk Medical Insurance Board on Monday announced that it has appointed Janette Casillas as executive director.

Casillas has served as MRMIB's chief deputy director for three years, and has worked for the board for a total of 12 years in various executive and staff capacities. She succeeds Lesley Cummings, who retires Dec. 29.

"This is a critical time for health care reform, the board, its programs and staff," board chairman Cliff Allenby said in a news release. "Janette is superbly equipped to lead us through this time of great change in the health care landscape. Her knowledge and skills will contribute enormously to the future success of MRMIB and its program."

The board was created in 1990 to advise the governor and Legislature on strategies for reducing the number of uninsured Californians. The board operates programs that provide subsidized health insurance coverage for uninsured people, including:

- The Healthy Families Program for low-income children ages 0-19;
- Access for Infants and Mothers, a program that covers middle-income pregnant women;
- The Major Risk Medical Insurance Program for people who are medically uninsurable due to their health condition; and
- The new Pre-Existing Condition Insurance Plan for people who are medically uninsurable due to their health condition and haven't had insurance for the previous six months.

In all, MRMIB programs serve almost 1 million Californians and administers more than \$2 billion in state and federal funds for this care.

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A new year, a new director at MRMIB...

Monday, December 20, 2010

There's a new MS. MIB! Starting January 1, 2011, Janette Casillas will be the new Executive Director of California's Managed Risk Medical Insurance Board, or MRMIB (often pronounced "mister mib").

It's a big job. Succeeding Lesley Cummings, Mrs. Casillas has been MRMIB's Chief Deputy Director for 3 years, and has been with MRMIB for 12 years in several capacities, and before that in the Department of Health Services.

MRMIB runs four key programs that provide subsidized health coverage:

- * the **Healthy Families Program**, California's Child Health Insurance Program (CHIP), that provides coverage to over 800,000 low-income children;
- * the **Access for Infants and Mothers program (AIM)** that covers pregnant women; and two "high-risk" insurance programs that cover those denied by private insurers because of pre-existing conditions conditions:
- * the state's ongoing **Major Risk Medical Insurance Program (MRMIP)**; and
- * the new federally-funded **Pre-Existing Condition Insurance Plan (PCIP)**.

In all, MRMIB programs serve nearly 1 million Californians and MRMIB administers more than \$2 billion in state and federal funds in the provision of this care.

We look forward to working with Ms. Casillas in the years to come, as the implementation of the new federal health law continues...

Labels: Insurers, SCHIPHealthyFamilies

posted by *Anthony Wright* | [Permalink](#) | 9:18 PM

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Our Bloggers

Anthony Wright is the executive director, with a background as a consumer advocate and community organizer on many issues, including health issues for the last ten years in California and New Jersey.

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THE ITUP SPOTLIGHT ON HEALTH REFORM

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→ Janette Casillas New ED of MRMIB

12/20/10 | by [Cliff Sarkin](#) | Categories: [Welcome!](#)

Earlier today, the Managed Risk Medical Insurance Board announced that Janette Casillas (formerly Janette Lopez) has been appointed MRMIB's new Executive Director (ED).

Mrs. Casillas has served as MRMIB's Chief Deputy Director for three years, and has worked for the Board a total of 12 years in various executive and staff capacities, including as the Deputy Director for Eligibility, Enrollment and Marketing. She succeeds MRMIB's current ED Lesley Cummings, who retires on December 29, 2010.

All of us at ITUP wish Janette a big CONGRATULATIONS!

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THE ITUP SPOTLIGHT ON HEALTH REFORM

In the wake of successful passage of the most comprehensive federal health legislation since Medicare, the focus now comes back to the states for effective implementation. California is in the midst of an unprecedented fiscal crisis, and many state health programs face an uncertain future. For California's uninsured population and safety net system, it is of the utmost importance to connect the dots between the state budget, program



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MRMIB Appoints New Executive Director

December 21, 2010

For Immediate Release

Contact: Jeanie Esajian

916/324-0571 or

916/275-7649

New Executive Director Appointed

Janette Casillas Assumes Duties January 1, 2011

The Managed Risk Medical Insurance Board today announced that it has appointed Janette Casillas as its new Executive Director.

Mrs. Casillas has served as MRMIB's Chief Deputy Director for three years, and has worked for the Board a total of 12 years in various executive and staff capacities, including as the Deputy Director for Eligibility, Enrollment and Marketing. She succeeds Lesley S. Cummings, who retires on December 29, 2010.

"This is a critical time for health care reform, the Board, its programs and staff," said Cliff Allenby, Board chairman. "Janette is superbly equipped to lead us through this time of great change in the health care landscape. Her knowledge and skills will contribute enormously to the future success of MRMIB and its programs."

The Managed Risk Medical Insurance Board was created in 1990 with a broad mandate to advise the Governor and the Legislature on strategies for reducing the number of uninsured persons in California. The Board operates a number of programs that provide subsidized health insurance coverage for uninsured persons, the major ones of which are: the Healthy Families Program for low-income children aged 0-19 (California's CHIP program); the Access for Infants and Mothers program that covers middle-income pregnant women; the Major Risk Medical Insurance Program, the state's program for persons who are otherwise medically uninsurable; and the Pre-Existing Condition Insurance Plan, the new federal high-risk pool for persons with pre-existing conditions that MRMIB operates in California for the federal government. In all, MRMIB programs serve nearly 1 million Californians and MRMIB administers more than \$2 billion in state and federal funds in the provision of this care.

Mrs. Casillas said she looks forward to dealing with the challenges and opportunities of the next few years.

“MRMIB is strongly committed to the state’s implementation of health care reform and to identifying ways to assist in the fiscal challenges ahead,” said Mrs. Casillas. “We have a depth of expertise to share.”

Mrs. Casillas is a veteran state administrator of more than 35 years, much of it at MRMIB and the Department of Health Services, working in areas related to the provision of government health care programs. She has worked in areas of policy formulation and development, implementation of largescale health care expansions, negotiations with administrative vendors and plans and monitoring of health care service plans. She has a mission-oriented style of leadership.

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A new year, a new director at MRMIB...

December 21st, 2010 at 12:18 am |

There's a new MS. MIB! Starting January 1, 2011, Janette Casillas will be the new Executive Director of California's Managed Risk Medical Insurance Board, or MRMIB (often pronounced "mister mib").

It's a big job. Succeeding Lesley Cummings, Mrs. Casillas has been MRMIB's Chief Deputy Director for 3 years, and has been with MRMIB for 12 years in several capacities, and before that in the Department of Health Services.

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We look forward to working with Ms. Casillas in the years to come, as the implementation of the new federal health law continues...

Health Access California promotes quality, affordable health care for all Californians.

- Anthony Wright

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Health briefs, December 30

Created: 12/29/2010 05:49:00 PM PST

The Managed Risk Medical Insurance Board recently announced that it has appointed Janette Casillas as its new executive director.

Casillas has served as MRMIB's chief deputy director for three years, and has worked for the board a total of 12 years in various executive and staff capacities, including as the deputy director for eligibility, enrollment and marketing.

She succeeds Lesley S. Cummings, who retired Wednesday.

"This is a critical time for health care reform, the board, its programs and staff," said Cliff Allenby, board chairman.

"Janette is superbly equipped to lead us through this time of great change in the health care landscape.

"Her knowledge and skills will contribute enormously to the future success of MRMIB and its programs," he said.

The Managed Risk Medical Insurance Board was created in 1990 with a broad mandate to advise the governor and the Legislature on strategies for reducing the number of uninsured persons in California.

The board operates a number of programs that provide subsidized health insurance coverage for uninsured persons, the major ones of which are: the Healthy Families Program for low-income children aged 0-19 (California's CHIP program); the Access for Infants and Mothers program that covers middle-income pregnant women; the Major Risk Medical Insurance Program, the state's program for persons who are otherwise medically uninsurable; and the Pre-Existing Condition Insurance

Plan, the new federal high-risk pool for persons with pre-existing conditions that MRMIB operates in California for the federal government.

In all, MRMIB programs serve nearly 1 million Californians and MRMIB administers more than \$2 billion in state and federal funds in the provision of this care.

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From the Sacramento Business Journal:

<http://www.bizjournals.com/sacramento/news/2010/12/22/state-launches-health-care-coverage-app.html>

State launches health care coverage app

Sacramento Business Journal - by Kathy Robertson , Staff writer

Date: Wednesday, December 22, 2010, 1:13pm PST

A new system allows families to apply online for health care coverage in California's Healthy Families and Medi-Cal programs.

It also offers preliminary screening for Medi-Cal eligibility. The Health-e-App consumer service can be accessed round-the-clock from any location with access to the Internet.

The system was developed by the **California Health Care Foundation** in 2001 and licensed to the state to help reduce the number of uninsured children in California. It's been used statewide by workers trained to help people complete the application form. Now access has been expanded to the general public.

Public access began Monday. In the first two days, about 100 Californians logged online to use the system. It can be accessed at healthapp.net.

The initial program is in English. A Spanish version will launch in about 30 days.

Enrollment in the Access for Infants and Mothers (AIM) program will be added early next year.



December 23, 2010 - Topic: Consumer Information

California Opens Online System for Enrolling in Health Care Programs

This week, California opened public access to a **new system** that allows families to apply online for coverage in public health insurance programs, the *Sacramento Business Journal* reports.

The system, called Health-e-App, was developed by the California HealthCare Foundation in 2001 and licensed to California to help reduce the number of uninsured children in the state. CHCF is the publisher of *iHealthBeat*.

The online platform offers preliminary eligibility screening for Medi-Cal, California's Medicaid program. It also allows families to apply for coverage in Healthy Families, the state's Children's Health Insurance Program. Enrollment in the Access for Infants and Mothers program is expected to be added early next year.

Health-e-App currently is available in English. A Spanish version of the system is scheduled to launch in about 30 days (Robertson, *Sacramento Business Journal*, 12/22).

In the first two days of public access, about 100 California residents logged in to use the Health-e-App system (Managed Risk Medical Insurance Board release, 12/22).

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January 03, 2011 - Topic: Business

California Health Care Personnel News Update for December 2010

Assembly Committee on Health

Assembly Member Bill Monning (D-Carmel) has been reappointed chair of the Assembly Committee on Health, the **Salinas Californian** reports. The committee holds primary jurisdiction over several areas, including:

- Health care;
- Licensing;
- Long-term health care facilities; and
- Medi-Cal, California's Medicaid program (*Salinas Californian*, 12/16/10).

California Healthcare Institute, La Jolla

On Dec. 6, the California Healthcare Institute announced the appointment of Consuelo Hernandez as its vice president of state government affairs. CHI is a not-for-profit public policy research organization for California's biomedical industry.

In her new role, Hernandez is responsible for overseeing CHI's Sacramento office and directing the organization's state government relations advocacy and outreach activities. Hernandez previously served as director of the Assembly Fellowship Program for California State University-Sacramento. She also has served as director of government affairs for L.A. Care Health Plan (**California Healthcare Institute release**, 12/6/10).

CHI also promoted Nicole Beckstrand to senior director of marketing and communications and Todd Gillenwater to senior vice president of public policy, **Modern Healthcare** reports. Beckstrand will manage the group's publications and website and will oversee events production, media relations and social media policies. Gillenwater will manage the institute's lobbying and outreach activities and its office in Washington, D.C. (Grace, *Modern Healthcare*, 12/27/10).

Dental Board of California

Outgoing Gov. Arnold Schwarzenegger (R) has reappointed Huong Le to the Dental Board of California, where she has served since 2009, the **Contra Costa Times** reports.

Le also has served as dental director for Oakland-based Asian Health Services and as clinical instructor for the UC-San Francisco School of Dentistry (Louie, *Contra Costa Times*, 12/28/10).

Department of Mental Health

At the end of December, Stephen Mayberg retired from his post as director of the state Department of Mental Health, the *Los Angeles Times* reports.

His retirement comes after Gov.-elect Jerry Brown (D) selected a new leader of the Health and Human Services Agency, which manages the Department of Mental Health (Romney, *Los Angeles Times*, 12/24/10).

Health Benefit Exchange Board

On Dec. 31, Schwarzenegger appointed two members of his administration to the state's new Health Benefit Exchange Board, the *Los Angeles Times*' **"PolitiCal"** reports. The two appointees are Susan Kennedy, Schwarzenegger's chief of staff, and Kim Belshé, the outgoing secretary for California's Health and Human

Services Agency.

The board will help negotiate with health plans participating in the health insurance exchange that California created under the federal health reform law. Both Kennedy and Belshé will serve four-year terms and neither will receive a salary. The positions are not subject to Senate confirmation (York, "PolitiCal," *Los Angeles Times*, 12/31/10).

Diana Dooley -- who Gov.-elect Brown selected as the new secretary for California's HHS -- also will serve on the Health Benefit Exchange Board (Calvan, *Sacramento Bee*, 1/1). Assembly Speaker John Pérez (D-Los Angeles) and the Senate Rules Committee also will select appointees for the five-member panel ("PolitiCal," *Los Angeles Times*, 12/31/10).

Independent Citizen's Oversight Committee

On Dec. 3, Schwarzenegger reappointed Duane Roth (R) to the Independent Citizen's Oversight Committee for the California Institute for Regenerative Medicine. Roth has served as a member of the committee since 2006 and as vice chair since 2009. He also has served as chair and CEO of Alliance Pharmaceutical Corporation since 1985 (Office of the Governor release, 12/3/10).

On Dec. 8, Schwarzenegger reappointed Shlomo Melmed and Carmen Puliafito (D) to the Independent Citizen's Oversight Committee for the California Institute of Regenerative Medicine. Since 2008, Melmed has served as dean of the medical faculty at Cedars-Sinai Medical Center in Los Angeles. Puliafito has served as dean of medicine and professor of ophthalmology for the University of Southern California's Keck School of Medicine since 2007.

The positions do not require Senate confirmation and compensation is \$100 per diem (Office of the Governor release, 12/8/10).

Institute of Medicine

Marge Ginsburg -- executive director of the Center for Healthcare Decisions in Sacramento -- has been named to an Institute of Medicine committee that will determine essential health benefits under the federal health reform law, the *Sacramento Business Journal* reports.

The IOM panel will develop criteria for essential benefits that must be offered by health plans participating in health insurance exchanges beginning in 2014. The committee aims to hold six meetings over a six month period and release recommendations in September 2011.

Ginsburg currently serves on a National Committee for Quality Assurance panel for performance measurement. She also is a board member for the California Health Information Exchange and the Integrated Healthcare Association (Robertson, *Sacramento Business Journal*, 12/7/10).

Managed Risk Medical Insurance Board

On Dec. 20, the Managed Risk Medical Insurance Board announced that it had appointed Janette Casillas as executive director, the *Sacramento Business Journal* reports.

Casillas has worked for MRMIB for 12 years and has served as the board's chief deputy director for three years. In her new role, Casillas succeeds Lesley Cummings, who retired on Dec. 29. MRMIB is responsible for administering several state programs, including:

- Healthy Families, California's Children's Health Insurance Program;
- Major Risk Medical Insurance Program, California's high-risk health coverage program; and
- The Pre-Existing Condition Insurance Plan, a new high-risk insurance pool established under the federal health reform law (Robertson, *Sacramento Business Journal*, 12/20/10).

National Committee for Quality Assurance

George Halvorson, CEO and chair of Kaiser Foundation Health Plan, has been named to the board of

directors for the National Committee for Quality Assurance, *Modern Healthcare* reports.

Halvorson serves on policy and advisory boards for the American Hospital Association, the Commonwealth Fund and the Institute of Medicine (Evans, *Modern Healthcare*, 12/28/10).

Pacific Business Group on Health, San Francisco

San Francisco-based Pacific Business Group on Health has named Bill Kramer as executive director of national policy effective Jan. 18, *Modern Healthcare* reports. In his new role, Kramer will lead the group's health care reform efforts in Washington, D.C. The group represents employers seeking to reduce costs and improve the quality of health care.

Kramer has worked in senior management and executive roles at Kaiser Permanente for more than 20 years. He will replace Peter Lee, who became director of delivery system reform at HHS' Office of Health Reform in June (*Modern Healthcare*, 12/20/10).

Santa Clara Valley Medical Center, San Jose

Linda Smith has been named CEO of the 574-bed Santa Clara Valley Medical Center, the *San Jose Mercury News* reports. Linda Smith previously served as hospital administrator of the Aurora BayCare Medical Center in Milwaukee.

Her new post was created after Santa Clara County Executive Jeff Smith eliminated the positions of former hospital director Mike Skehan and former CEO Kim Roberts. In her new role, which she starts in February, Linda Smith will receive \$284,867 in annual compensation (Gonzales, *San Jose Mercury News*, 12/17/10).

St. John's Healthcare Foundation, Oxnard

Anne Kratz has been appointed as vice president of development for St. John's Healthcare Foundation, where she is responsible for developing fundraising efforts to benefit St. John's Regional Medical Center in Oxnard and St. John's Pleasant Valley Hospital in Camarillo.

Kratz previously served as vice president for University Advancement and Development at Fielding Graduate University in Santa Barbara, where she was responsible for fund development activities (**St. John's Hospitals release**, 11/30/10).

St. John's Regional Medical Center, Oxnard

On Dec. 6, Kimburli Wilson started a new role as COO and vice president of St. John's Regional Medical Center, where she is responsible for the hospital's daily operations.

Previously, Wilson served as vice president of patient care services and chief nursing officer at Mercy Gilbert Medical Center in Arizona (**St. John's Hospitals release**, 12/6/10).

The Effort, Sacramento

On Dec. 31, Robert Caulk retired from his position as CEO of the health care organization The Effort, the *Sacramento Business Journal* reports. The Effort is a federally qualified health center that operates several clinics that provide primary care, mental health services and substance addiction programs.

On Jan. 1, Jonathan Porteus took over as CEO of The Effort after serving as a consultant and administrator for the organization for 10 years (Robertson, *Sacramento Business Journal*, 12/31/10).



January 04, 2011 - Topic: Public Health

California Opens New System for Health Plan Enrollment

Last month, California opened public access to a **new system** that allows families to apply online for coverage in public health insurance programs. The online platform, called Health-e-App, offers preliminary eligibility screening for Medi-Cal, California's Medicaid program, and lets families apply for coverage in Healthy Families, the state's Children's Health Insurance Program. Enrollment in the Access for Infants and Mothers program is expected to be added early next year. Health-e-App was developed by the California HealthCare Foundation in 2001 and licensed to California to help reduce the number of uninsured children in the state. CHCF publishes *California Healthline*.

- "State Launches Health Care Coverage Gap" (Robertson, *Sacramento Business Journal*, 12/22/10).

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