



**L.A. Care**  
HEALTH PLAN®

*For All of L.A.*

# BOARD OF GOVERNORS SUPPLEMENTAL SPECIAL MEETING

May 5, 2022 • 2:00 PM

L.A. Care Health Plan

1055 W. 7<sup>th</sup> Street, Los Angeles, CA 90017



**ELEVATING  
HEALTHCARE**  
IN LOS ANGELES COUNTY  
SINCE 1997



## SPECIAL SUPPLEMENTAL AGENDA

### BOARD OF GOVERNORS MEETING

L.A. Care Health Plan

Thursday, May 5, 2022, 2:00 PM

L.A. Care Health Plan, 1055 W. 7<sup>th</sup> Street, 10<sup>th</sup> Floor, Los Angeles, CA 90017

# DRAFT

### NOTICE OF SUPPLEMENTAL SPECIAL MEETING & AGENDA

NOTICE IS HEREBY GIVEN that the Chairperson of the Board of Governors of the Local Initiative Health Authority for Los Angeles County has called a Supplemental Special Meeting to be held as indicated above for the purpose of conducting business listed in this Notice of Supplemental Special Meeting and Agenda. No business shall be conducted at this meeting other than that indicated below.

Please recheck these directions for updates prior to the start of the meeting.

This meeting will be conducted in accordance with the provisions of the Ralph M. Brown Act, allowing members of the Board, members of the public and staff to participate via teleconference, because State and Local officials are recommending measures to promote social distancing. Accordingly, members of the public should join this meeting via teleconference as follows:

<https://lacare.webex.com/lacare/j.php?MTID=mb24dc2fbc06f6fa903f13645e501ca67>

Audio Call (213) 306-3065

English Access Code **2492 499 7067** Password: **lacare**

Spanish Access Code **2481 957 0815** Password: **lacare**

Khmer Access Code **2499 180 8910** Password: **lacare**

Members of the Board of Governors or staff may participate in this meeting via teleconference. *The public is encouraged to submit public comments or comments on Agenda items by e-mail to [BoardServices@lacare.org](mailto:BoardServices@lacare.org), or by sending a text or voicemail to (213) 628-6420.*

Attendees who log on to lacare.webex using the URL above will be able to use “chat” during the meeting for public comment. You must be logged into Webex to use the “chat” feature. The log in information is at the top of the meeting Agenda. We continue to use different ways to submit public comment live and direct during the meeting.

1. To use the “chat” to submit public comment at any time during the meeting, look at the bottom right of your screen for the icon that has the word, “chat” on it.
2. Click on the chat icon. It will open two small windows.
3. Select “Everyone” in the To: window.
4. Type your public comment in the box that says “Enter chat message here”. The chat message, text, voicemail, or email must indicate if you wish to be identified or remain anonymous, and must also include the name of the item to which your comment relates.
5. When you hit the enter key, your message is sent and everyone can see it.
6. L.A. Care staff will read the chat messages for up to three minutes during public comment so people who are on the phone can hear the comment.

If we receive your comment by 2:00 pm on May 5, 2022, it will be provided to the members of the Board of Governors at the beginning of the meeting. **The chat message, text, voicemail, or email must indicate if you wish to be identified or remain anonymous, and must also include the name of the item to which your comment relates.** Public comments submitted will be read for up to 3 minutes during the meeting.

Once the meeting has started, public comment must be received before the agenda item is called by the meeting Chair and staff will read those comments for up to three minutes. Chat messages submitted during the public comment period for before each item will be read for up to three minutes. If your public comment is not related to any of the agenda item topics, your public comment will be read in the general public comment agenda item.

These are extraordinary circumstances, and the process for public comment is evolving and may change at future meetings. We thank you for your patience.

Please note that there may be delay in the digital transmittal of emails, texts and voicemail. The Chair will announce when public comment period is over for each item. If your public comments are not received on time for the specific agenda item you want to address, your public comments will be read at the public comment section prior to the board going to closed session.

The purpose of public comment is that it is an opportunity for members of the public to inform the governing body about their views. The Board appreciates hearing the input as it considers the business on the Agenda.

**All votes in a teleconferenced meeting shall be conducted by roll call.**

If you are an individual with a disability and need a reasonable modification or accommodation pursuant to the Americans with Disabilities Act (ADA) please contact L.A. Care Board Services staff prior to the meeting for assistance by text to 213 628-6420 or by email to [BoardServices@lacare.org](mailto:BoardServices@lacare.org).

**Welcome**

Hector De La Torre, *Chair*

1. Approve today's Agenda *Chair*
2. Public Comment (*Please read instructions above.*) *Chair*
3. Approve Ntooitive Contract Amendment for Recruitment Marketing Campaign (**BOG 102**) John Cota  
*Senior Director, Creative & Marketing  
Sales & Marketing*

**Adjournment**

*Chair*

**The next meeting is scheduled on Thursday, June 2, 2022 at 2:00 PM and may be conducted as a teleconference meeting.**

Public comments will be read for up to three minutes.

The order of items appearing on the agenda may change during the meeting.

If a teleconference location is listed at the top of this agenda, the public can participate in the meeting by calling the teleconference call in number provided. If teleconference arrangements are listed at the top of this Agenda, note that the arrangements may change prior to the meeting.

THE PUBLIC MAY SUBMIT COMMENTS TO THE BOARD OF GOVERNORS BEFORE DISCUSSION OF EACH ITEM LISTED ON THE AGENDA BY SUBMITTING THE COMMENT IN WRITING BY TEXT MESSAGE TO 213 628 6420, OR IN WRITING BY EMAIL TO [BoardServices@lacare.org](mailto:BoardServices@lacare.org). Please follow additional instructions on the first page of this Agenda.

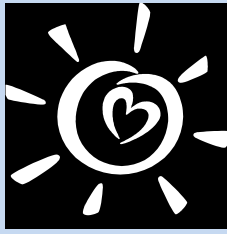
ACTION MAY NOT BE TAKEN ON ANY MATTER RAISED DURING THE PUBLIC COMMENT PERIODS UNTIL THE MATTER IS SPECIFICALLY LISTED ON A FUTURE AGENDA, according to California Govt Code Section 54954.2 (a)(3) and Section 54954.3.

NOTE: THE BOARD OF GOVERNORS CURRENTLY MEETS ON THE FIRST THURSDAY OF MOST MONTHS AT 2:00 P.M. AGENDA and PRINTED MEETING MATERIALS ARE AVAILABLE FOR INSPECTION AT <http://www.lacare.org/about-us/public-meetings/board-meetings> and by email request to [BoardServices@lacare.org](mailto:BoardServices@lacare.org)

Any documents distributed to a majority of the Board Members regarding any agenda item for an open session after the agenda has been posted will be available for public inspection at <http://www.lacare.org/about-us/public-meetings/board-meetings> and can be requested by email to [BoardServices@lacare.org](mailto:BoardServices@lacare.org).

An audio recording of the meeting is made to assist in writing the minutes and is retained for 30 days.

Meetings are accessible to people with disabilities. Individuals who may require any accommodations (alternative formats - i.e., large print, audio, translation of meeting materials, interpretation, etc.) to participate in this meeting and wish to request an alternative format for the agenda, meeting notice, and meeting packet may contact L.A. Care's Board Services Department at (213) 628 6420. Notification at least one week before the meeting will enable us to make reasonable arrangements to ensure accessibility to the meetings and to the related materials.



**L.A. Care**  
HEALTH PLAN

**Board of Governors**  
**MOTION SUMMARY**

**Date:** May 5, 2020

**Motion No.** BOG 102.0522

**Committee:**

**Chairperson:** Hector De La Torre

**Issue:** To execute a new statement of work with Ntooitive for a new schedule of services to support the advertising and integrated marketing strategies related to L.A. Care's efforts in recruiting new staff that are both clinical and non-clinical in nature. The campaign just launched this month, to last until September 2022.

**New Contract**     **Amendment**     **Sole Source**     **RFP/RFQ was conducted in 2019**

**Background:** Funds are requested for the 2022 fiscal year contract in the amount of \$1,200,000, effective May 1, 2022, through September 1, 2022. L.A. Care would like to contract with Ntooitive for a statement of work associated with digital marketing and media buying services for this significant recruitment effort.

In early 2019 the Marketing Department conducted a Request for Proposal process to review and select individual vendors which would offer specialized services for media buying, digital marketing services, creative development support and strategy/research consultation. Ntooitive was among eight agencies (and sub agencies) that responded to the Request for Proposal to provide digital marketing and media buying services for our lines of business including L.A. Care Covered, Cal MediConnect, Medi-Cal, Family Resource Centers, Community Resource Centers, Parent Brand Initiative, and any non-scheduled campaigns, such as this Recruitment campaign.

The funding allocation includes the following:

- \$1,200,000 for sustained recruitment growth. This funding is managed by Ntooitive at the direction of L.A. Care Marketing. The funding would provide advertising resources for campaigns that run through September 2022. The campaign is as follows:
  - L.A. Care Human Resources Recruitment Campaign
  - Digital Marketing Maintenance – Social/Search Management; Ad Server; Datorama Integration

The execution and launch of this campaign would align with organizational objectives aimed at driving awareness of L.A. Care's recruitment efforts, highlighting the benefits of being employed with L.A. Care, with the aim of delivering increased recruitments, which in turn, would result in higher quality ratings for all organizational areas, in addition to supporting overall product growth through increased enrollment and retention. The current duration of the contract with Ntooitive aligns with the current budget cycle. This request will be an amendment to an existing statement of work, as part of that contract.

**Board of Governors**  
**MOTION SUMMARY**

**Member Impact:** This motion will allow L.A. Care to continue to have a positive impact as a trusted source of information for members and potential members. L.A. Care will leverage its marketing and advertising programs to support the growth of our recruitment efforts.

**Budget Impact:** Sufficient funds have been requested in the FY 2021-2022 budget for the Ntooitive contract term October 1, 2021, through September 30, 2022.

**Motion:** To authorize staff to amend an existing statement of work with Ntooitive by increasing the total amount by \$1,200,000, specifically for the recruitment marketing campaign, that will run until September. This would increase the existing 2021-2022 fiscal year budget for Ntooitive from \$7,346,802.00 to \$8,546,802.00.