

**ATTACHMENT 5: OPERATIONAL MILESTONES**

<b>HEALTHY FAMILIES OPERATIONAL MILESTONES</b>		
<b>Activity Description</b>	<b>Responsible Agency</b>	<b>Completion Date</b>
<b>OCTOBER, 1997</b>		
1 Public Comment on Healthy Families program regulations begins	MRMIB	October 1997
<b>NOVEMBER, 1997</b>		
2 Appoint the Healthy Families Advisory Committee	MRMIB	November 20, 1997
3 Negotiations with potential enrollment contractors begin	MRMIB	November 30, 1997
4 Augment BabyCal Contract for Phase I, Educ/Outreach campaign	DHS	November 1997
5 Public Forums on application simplification	DHS	November 17 & 24, 1997
6 Release final RFP for consolidated media and outreach contract	DHS	November 17, 1997
7 Bidders Conference for consolidated media and outreach contract RFP	DHS	November 24, 1997
8 Question and answer period for consolidated media and outreach RFP	DHS	November 17 - December 8, 1997
<b>DECEMBER, 1997</b>		
9 Proposals for Healthy Families enrollment contractor bid due	MRMIB	December 31, 1997
10 Model health, dental and vision plan contract released	MRMIB	December 24, 1997
11 Consolidated media and outreach RFP responses due	DHS	December 19, 1997
12 RFP evaluation period	DHS	December 22, 1997 - January 5, 1998
<b>JANUARY, 1998</b>		
13 Public review and comment period on Healthy Families regulations ends	MRMIB	January 15, 1998
14 Finalize and file program regulations with Office of Administrative Law	MRMIB	January 31, 1998
15 Complete negotiations for enrollment contractor and award the contract	MRMIB	January 29, 1998
16 Meetings begin with interested health, dental and vision, managed care plans	MRMIB	January 1, 1998
17 Oral presentations from consolidated media outreach contract bidders	DHS	January 7, 1998
18 Post notice of intent to award consolidated media outreach contract	DHS	January 16, 1998

<b>FEBRUARY, 1998</b>			
19	Proposals due for Healthy Families health, dental and vision managed care plan contracts	MRMIB	February 14, 1998
20	Begin Healthy Families pre-enrollment information dissemination	MRMIB	February 1998
21	Toll-free telephone line	MRMIB	May 1998
22	Consolidate media outreach contract is signed	DHS	February 2, 1998
23	Phase I: Education/Outreach campaign - Medi-Cal only (radio, outdoor advertising, collateral materials)	DHS	February 18 - April 30, 1998
<b>MARCH, 1998</b>			
24	Award health, dental and vision managed care plan contracts	MRMIB	March 25, 1998
25	Children's Medi-Cal program "resource disregard" implemented	DHS	March 3, 1998
26	100% program for Medi-Cal children ages 14-19 implemented	DHS	March 3, 1998
<b>MAY, 1998</b>			
27	Healthy Families enrollment applications are released	MRMIB	June 1, 1998
28	Consolidated media outreach contractor begins Phase II: Education/Outreach campaign - Medi-Cal and Healthy Families (TV, radio, outdoor advertising collateral material, community partnerships)	DHS	May 1, 1998
<b>JUNE, 1998</b>			
29	Children's Medi-Cal program "continuous eligibility" implemented	DHS	June 1, 1998
30	Children's Medi-Cal "simplified application" released	DHS	June 1, 1998
31	Children's Medi-Cal "mail-in application" process implemented	DHS	June 1, 1998
<b>JULY, 1998</b>			
32	Healthy Families enrollees begin receiving services	MRMIB	July 1, 1998