



**KERN HEALTH  
SYSTEMS  
REGULAR MEETING OF THE  
PUBLIC POLICY/COMMUNITY ADVISORY COMMITTEE**

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**AGENDA**

**July 11, 2007**

**12:00 p.m. at 9700 Stockdale Hwy.  
Bakersfield, CA 93311**

**The Agenda is divided into two sections:**

**CORRESPONDENCE AND CONSENT CALENDAR:** These matters include routine reports and statistical facts, may include correspondence, and are usually approved by a single majority vote. Any Committee Member may remove an item from the correspondence and consent calendar.

**REGULAR CALENDAR:** These items include health education, marketing and cultural linguistic services.

**REGULAR AGENDA  
CORRESPONDENCE AND CONSENT CALENDAR**

1. Approval of Minutes of March 30, 2007 meeting (Attachment)
2. Membership Enrollment Reports - Medi-Cal & Healthy Families (Attachment)

**REGULAR CALENDAR**

**I. PUBLIC COMMENT**

This portion of the meeting is reserved for persons to address the Committee on any matter not on this agenda but under the jurisdiction of the Committee. They may ask a question for clarification, make a referral to staff for factual information or request staff to report back to the Committee at a later meeting.

Also, the Committee may take action to direct the staff to place a matter of business on a future agenda.

**SPEAKERS ARE LIMITED TO TWO MINUTES. PLEASE STATE YOUR  
NAME BEFORE MAKING YOUR PRESENTATION. THANK YOU!**

## **II. MEMBER AND STAFF INTRODUCTIONS**

Please state your name and title.

## **III. ACTION ITEMS**

### 1. Member Services Report (Susan McKenna)

Discussion and possible action of:

- a. 2007 1<sup>st</sup> Quarter Grievances

### 2. Provider Relations Report (Stacy Reeves)

Discussion and possible action of:

- a. 2007 1<sup>st</sup> Quarter Mystery Caller Report

### 3. Marketing Report (Louis Iturriria)

Discussion and possible action of:

- a. Member Materials
  - 1) 2007 Healthy Families Member Handbook and Provider Directory
  - 2) 2007 Medi-Cal Provider Directory
  - 3) 2007 Preventive Care Guide
  - 4) Summer 2007 Member Newsletter
- b. Marketing
  - 1) KFHC Advertising Campaign – TV and Radio

### 4. Health Education Report (Linda Howells, RN)

- a. 1<sup>st</sup> Quarter 2007 Health Education Activities Report

## **IV. Next Meeting(s)**

### 1. Next PP/CAC Meeting (Louis Iturriria)

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PLEASE NOTE: Anyone wishing information on Kern Health Systems' Public Policy/Community Advisory Committee should contact Louis Iturriria, Marketing/Public Affairs Manager, either by telephone at (661) 664-5120 or in writing at the following address:

Kern Health Systems  
9700 Stockdale Hwy  
Bakersfield, CA 93311

Such requests must be received by Louis Iturriria no later than 5:00 p.m. ten (10) calendar days prior to the next regularly scheduled Committee Meeting.