

Bringing Healthcare to the Neighborhood

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Mothers gather to talk about fashion, food and formula. Their young children color and read in Dr. Cleo's Corner. Seniors sit while taking a break from walking in the air conditioned mall. And, a middle aged man talks with staff about healthcare access and options. This scene happens every day at the Molina Healthcare Information Center. So why locate a resource center in a mall?

Located in the Inland Center Mall in San Bernardino, the Center's unique setting is comfortable, inviting and non-threatening. Here, visitors can receive health educa-

tion and information in their own backyard. The idea to provide health insurance information in a mall is not new-- other more traditional health Insurers have done this for their commercial insurance and to sell to Medicare members. But Molina Healthcare's Information Center is different.

By providing an accessible location, low income individuals and "high touch" Seniors and Persons with Disabilities (SPD) can interact on a 1:1 basis with Molina representatives. The idea of managed care can be intimidating but for the most vulnerable in our society, it can be confusing and overwhelming. Some SPDs may be enrolling in a managed health plan for the first time and may have questions and want more information. Unlike meeting with health plan representatives at a large, busy health fair, the information center provides visitors with personal attention in a relaxed atmosphere making exploring the idea of coordinated healthcare easier. While the transition of Seniors and Persons with Disabilities to managed health in June was the trigger for the development of the center, individuals who may qualify for MediCal, Healthy Families, Medicare and other government spon-

sored healthcare can find access to information and materials as well.

Why come to the center

The Center offers visitors access to community resources, health education and information. Also, a portion of the 1800 square foot space houses the Dr. Cleo kids' corner. While parents discuss health information, youngsters can draw or take a free photo with Dr. Cleo, Molina's cat mascot.

For those who need medical care, health vouchers are available at the center too. Vouchers may be redeemed at the Molina Medical offices (MMGs) where individuals may receive the personalized care they need for health screenings or choose a primary care physician.

In addition, the resource center has become a focal point for local community based organizations (CBOs) to highlight their materials as well. The center now stocks health education materials for Catholic Charities, United Way, 2-1-1 program, Department of Public Health and First 5 among others.

The Center's multipurpose room is also available for CBOs or other

organizations to hold group meetings or educational events. Molina may be funding the center but with the growing interest from the neighborhood and local groups, the Center is fast becoming a true community resource home.

The information center is just another piece of the Molina presence in the Inland Empire. For years, Molina has owned and operated primary medical clinics and recently established free Neighborhood Shuttles in some cities. All these programs help meet the needs of the most vulnerable in our community in their own backyard.

Lisa A. Rubino serves as president for Molina Healthcare of California. Rubino is responsible for the overall strategic direction and operations for the California health plan. Rubino brings extensive experience in operations management and leadership. In her most recent tenure, Rubino was part of the Blue Shield of California senior leadership team. Serving as the senior vice president and chief executive of Blue Shield of California's Individual, Small Group and Government business unit (with over \$3.5 billion in revenue), Rubino was responsible for product development, marketing, sales,

provider contracting, health care services, finance and compliance. With nearly 30 years experience in healthcare operations, Rubino is widely regarded as an authority on government healthcare products and maintains strong relationships with regulators at all levels. Under Rubino's leadership, revenue and profitability for the Individual and Small Group business unit grew three fold in less than 10 years. Rubino received her master's degree of science in criminology from California State University, Long Beach, where she also received her bachelor's of science degree.

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