

APPENDIX A - City Inventory of Programs and Services for Older Adults - July 2018

DEPARTMENT OF AGING (LADOA) - HEALTH INSURANCE COUNSELING AND ADVOCACY PROGRAM (HICAP)

LADOA administers the **Health Insurance Counseling and Advocacy Program (HICAP)**, which provides personalized counseling, community education, and outreach events for Medicare beneficiaries. HICAP programs provide free community education and unbiased confidential individual counseling. HICAP counselors are trained to assist older adults with choosing and/or enrolling in prescription drug plans and Medicare health plans, filing original Medicare and private insurance claims and/or preparing Medicare appeals. HICAP counselors can also assist older adults seeking to purchase long-term care insurance or Medicare supplement insurance.

Program / Service	Service Location(s)	Contractual Requirements / Performance Metrics (FY2018)	Estimated Cost (FY2018)	Funding Source	Service Delivery Model	Contractor Name / Contract #
Health Insurance Counseling and Advocacy Program (HICAP) - Client Contacts	Center for Health Care Rights 520 S. Lafayette Park Place, Suite 214 Los Angeles, CA 90057 16 MPCs throughout City	3,000 Unduplicated Clients Counseled 23,322 ALL Client Contacts	Included within \$801,249 of HICAP funding	Grant Funds	Contracted	Center for Health Care Rights C-130125
Health Insurance Counseling and Advocacy Program (HICAP) - Counseling	Center for Health Care Rights 520 S. Lafayette Park Place, Suite 214 Los Angeles, CA 90057 16 MPCs throughout City	420 Counseling Hours (Volunteer) 4,000 Counseling Hours (paid staff) 11,184 Total Hours Counseled	Included within \$801,249 of HICAP funding	Grant Funds	Contracted	Center for Health Care Rights C-130125
Health Insurance Counseling and Advocacy Program (HICAP) - Legal Services	Center for Health Care Rights 520 S. Lafayette Park Place, Suite 214 Los Angeles, CA 90057 16 MPCs throughout City	200 Legal Clients Served 150 Client Representation Hours 80 Consultation to Program Hours	Included within \$801,249 of HICAP funding	Grant Funds	Contracted	Center for Health Care Rights C-130125
Health Insurance Counseling and Advocacy Program (HICAP) - Public and Media Events	Center for Health Care Rights 520 S. Lafayette Park Place, Suite 214 Los Angeles, CA 90057 16 MPCs throughout City	150 Public, Media, Community Education Events 28 Events/Booths/Exhibits/Outreach Events 24,988 Persons Reached at PAM Events	Included within \$801,249 of HICAP funding	Grant Funds	Contracted	Center for Health Care Rights C-130125
Health Insurance Counseling and Advocacy Program (HICAP) - Educational Media	Center for Health Care Rights 520 S. Lafayette Park Place, Suite 214 Los Angeles, CA 90057 16 MPCs throughout City	3 Television/Cable Show 3 Radio 5 Other Print Activity (Newspaper Articles/Fliers/Pamphlets, etc.)	Included within \$801,249 of HICAP funding	Grant Funds	Contracted	Center for Health Care Rights C-130125
Health Insurance Counseling and Advocacy Program (HICAP) - Educational Materials	Center for Health Care Rights 520 S. Lafayette Park Place, Suite 214 Los Angeles, CA 90057 16 MPCs throughout City	23,455 Other HICAP or Insurance-related publications	Included within \$801,249 of HICAP funding	Grant Funds	Contracted	Center for Health Care Rights C-130125

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Health Insurance Counseling and Advocacy Program (HICAP) - Outreach Publicity	Center for Health Care Rights 520 S. Lafayette Park Place, Suite 214 Los Angeles, CA 90057 16 MPCs throughout City	9 Television/Radio/Ads/Crawls, etc. (PSA Electronic Events) 11,063 General HICAP Brochures/Posters	Included within \$801,249 of HICAP funding	Grant Funds	Contracted	Center for Health Care Rights C-130125
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