

# Making the most of CalAIM: Free tools and strategic TA for Enhanced Care Management & Community Supports providers

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## Speakers:

- **Carter Wilson**, Director National Center for Complex Health and Social Needs, *Camden Coalition*
- **Ryan Rousseau**, Program Manager, *Camden Coalition*
- **Ekaterina Kozina**, Business Development Executive, *Eviset*

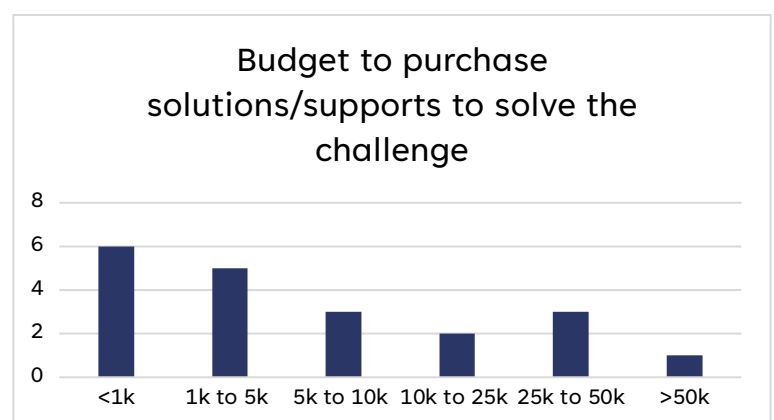
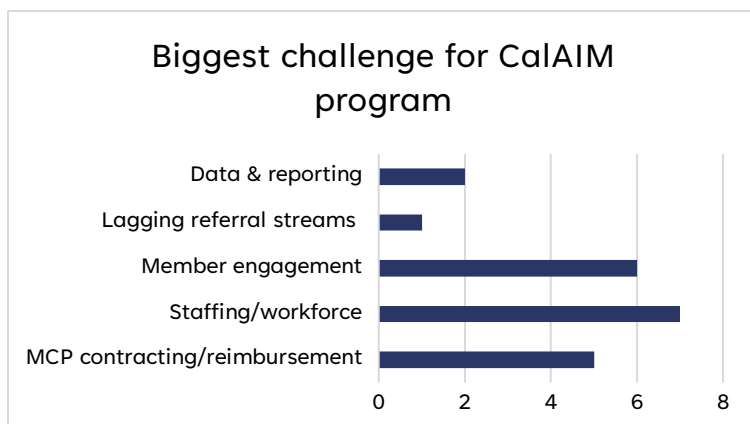
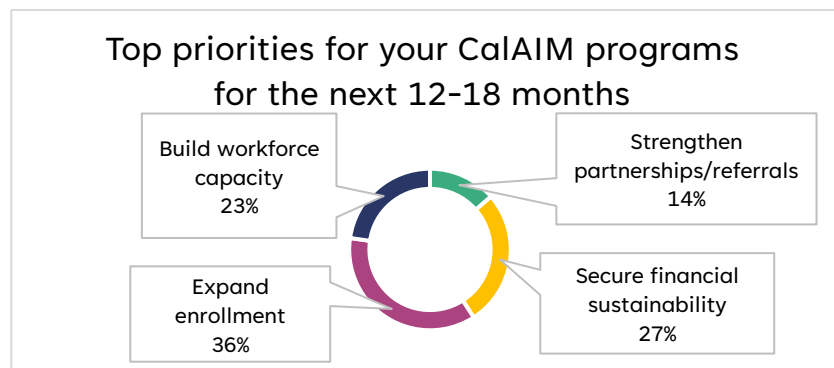
This webinar hosted by the Camden Coalition in partnership with Eviset, provided Enhanced Care Management (ECM) and Community Supports providers with essential guidance on leveraging free technical assistance before the CalAIM TA Marketplace closes in early 2026. Attendees were introduced to two key tools, the CalAIM Budget Estimator and the CalAIM Navigator. The session offered practical strategies for assessing internal capacity, identifying external opportunities, and navigating the TA Marketplace application process.



## Key takeaways

- CalAIM's rollout is entering its final phase. With the TA Marketplace set to end in early 2026, community-based organizations (CBOs) must act quickly to access expert support for ECM and Community Supports programs.

- Two powerful tools, the *CalAIM Budget Estimator* and *CalAIM Navigator*, are available to guide strategic planning. The *Budget Estimator* supports internal financial modeling, helping providers evaluate staffing, costs, and revenue potential to determine long-term viability. The *CalAIM Navigator* helps organizations assess market opportunities, identify competitors and partners, and position themselves effectively.
- Accessing the TA Marketplace requires timely action and documentation. Organizations must complete an attestation form and submit proof of contracting or intent to contract with managed care plans. Only one project per organization will be funded, making it critical to prioritize the most impactful area of support.
- During the session, we asked participants to share their perspectives on priorities, challenges, and resources related to CalAIM implementation. The live poll provided a snapshot of what providers are focused on in the next 12–18 months, the biggest obstacles they face, and the budgets they have available to address these challenges.



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“This is a big, messy initiative...but if you're considering going down this path, now is the time. There is urgency, not just because of the investment and resources, but because ecosystems are being built, and you want to be inside that ecosystem.”

– Carter Wilson, Camden Coalition

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## Action steps

- Download and explore the *CalAIM Navigator* and *CalAIM Budget Estimator*. These tools can help you assess market opportunities, estimate program costs, and evaluate long-term sustainability.
- CalAIM stakeholders should begin the TA Marketplace registration process immediately. Completing the attestation form and gathering required documentation early will help avoid delays and secure access to free expert support.
- Community-based organizations should identify their most urgent strategic need, whether it's financial modeling, workforce development, or partnership building, and select a TA vendor that aligns with that priority, as only one project per organization will be funded.
- Join the CalAIM learning community by attending future webinars, participating in Collaborative Planning and Implementation (CPI) meetings, and sharing insights with peers to strengthen the ecosystem of care.



## Resources for additional learning

- [On-Demand Resource Library](#)