

Making the Most of CalAIM: Free Tools and Strategic TA for ECM & Community Supports Providers

August 2025

Agenda

- Welcome & Goals
- TA Marketplace orientation
- Positioning CalAIM programs for long-term success
 - Guidance and strategy from **Eviset***
 - Tool spotlight: The CalAIM Navigator*
- Sustaining CalAIM services
 - Guidance from the **Camden Coalition***
 - Tool spotlight: The CalAIM Budget Estimator*
- Navigating the TA Marketplace
- Q&A

Goals

- **Discover easy-to-use On Demand tools** from Camden and Eviset that can support your organization right away.
- **Gain expert insights** on MCP contracting, strategic positioning, and planning for long-term sustainability.
- **Learn how to access free, hands-on technical assistance** from Camden, Eviset, and others through the TA Marketplace.

Housekeeping

- This webinar is being recorded.
- We will email you the recording, slides, and resources following the live webinar.
- All questions can be submitted in the Q&A function. Add comments and resources in the chat

Participant Survey

- What is your top priority for the next 12–18 months?
- What is the biggest challenge for your CalAIM program(s)?
- What is your budget to purchase solutions/supports to solve the challenge above?

Presenting Organizations and Speakers



Eviset offers unprecedented data, insights, and benchmarking that are critical to navigating market opportunities for and with home and community-based services providers. We work across the sector to elevate the quality, capacity and specialized services of great providers.



Ekaterina Kozina
Eviset

Camden Coalition

The Camden Coalition is a multidisciplinary, community-based nonprofit working to improve care for people with complex health and social needs in the city of Camden, across New Jersey, and around the country.



Carter Wilson
Camden Coalition



Ryan Rousseau
Camden Coalition

Current State of CalAIM implementation

- CalAIM is entering Year 5 of its 5-year rollout. PATH funding and other temporary supports end by Dec 2026, requiring sustainability planning now.
- The One Big Beautiful Bill cuts ~\$1T from Medicaid over 10 years, threatening California's Medi-Cal budget and CalAIM's long-term viability.
- The State has reaffirmed its commitment to CalAIM amidst shifting federal policy and funding uncertainty.
- 12 of 14 Community Supports are considered ILOS (standard Medicaid); Asthma Remediation and Home Modifications are under an 1115 waiver (temporary) and more vulnerable to federal rollback.
- A recent DHCS concept paper showed all Community Supports either generate savings or are trending toward positive ROI as more data is collected.

Providing Access and Transforming Health (PATH)

Providing Access and Transforming Health (PATH) supports the Medi-Cal delivery system as California widely implements Enhanced Care Management (ECM) and Community Supports and Justice Involved services under CalAIM.

The goal of PATH's \$1.85 billion funding is to address gaps in local organizational capacity and infrastructure throughout the state over a five-year period.



Capacity and Infrastructure Transition Expansion and Development (CITED)

CITED provides funding to enable the transition, expansion and development of Enhanced Care Management (ECM) and Community Supports capacity and infrastructure.

[Learn More](#)

Collaborative Planning and Implementation (CPI)

This initiative provides funding for planning efforts to support the implementation of Enhanced Care Management (ECM) and Community Supports. Groups from a county or region work together to resolve issues.

[Learn More](#)

Justice-Involved Capacity Building Program (JI)

Justice-Involved Planning and Capacity Building Program will provide funding to support implementation of pre-release Medi-Cal application and suspension processes.

[Learn More](#)

Technical Assistance (TA) Marketplace

This initiative provides funding for providers, community-based organizations, counties, and others to obtain technical assistance resources needed to implement ECM and Community Supports.

[Learn More](#)

TA Marketplace Modalities



- **“Off-the-Shelf” TA Projects** Ready to go, TA offerings packaged for convenient, efficient delivery

» “Off-the-Shelf” projects are **more standardized resources** like trainings, well-defined program models or data tools, or best practices guides that are relevant in a variety of settings with little to no customization



- » **“Hands-On” TA Projects** – Customized TA projects tailored to the unique needs of the TA recipient

» “Hands-On” projects require the TA Vendor to work together with the TA recipient to develop a **unique Scope of Work (SOW) and Budgets** to describe the project and corresponding deliverables



- » **“On-Demand” TA Resources** – Static TA resources made available directly through CA-PATH website

» “On-Demand” TA resources **do not require any direct contact** between the Recipient and Vendor and will eventually be available as part of a TA resource library

On Demand Resources

Available NOW!

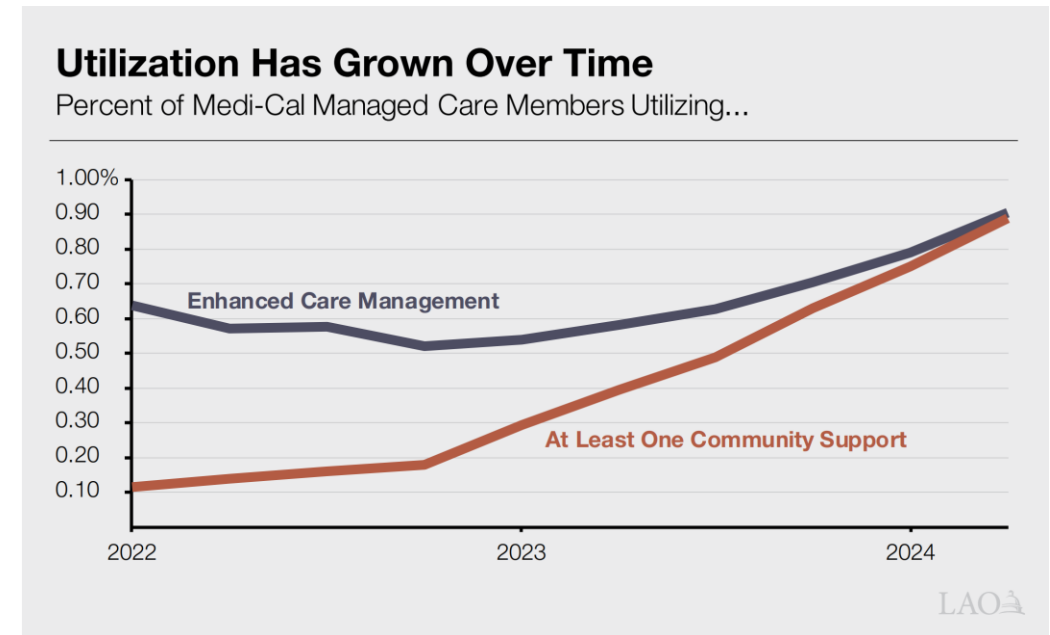
www.ca-path.com/on-demand-resource-library



CalAIM: Improving lives in CA

Promising results in year 3 of the 5-year demonstration period

- Growing utilization rates for both ECM / Community Supports programs
- Utilization varies across counties and MCPs
- Preliminary program evaluation report is due in 2026, full report in May 2027



The evolving CalAIM realities in 2025

Top themes heard by Eviset from 100+ CalAIM ECM and Community Supports providers

- Rising competition from new provider entrants
- Emerging requirements in data and quality
- Referral challenges
- Service expansion gamble
- 2027 program transition



What we hear from CalAIM providers

Frequently asked questions Eviset's clients ask

1

What are the biggest risks and opportunities in my service area?

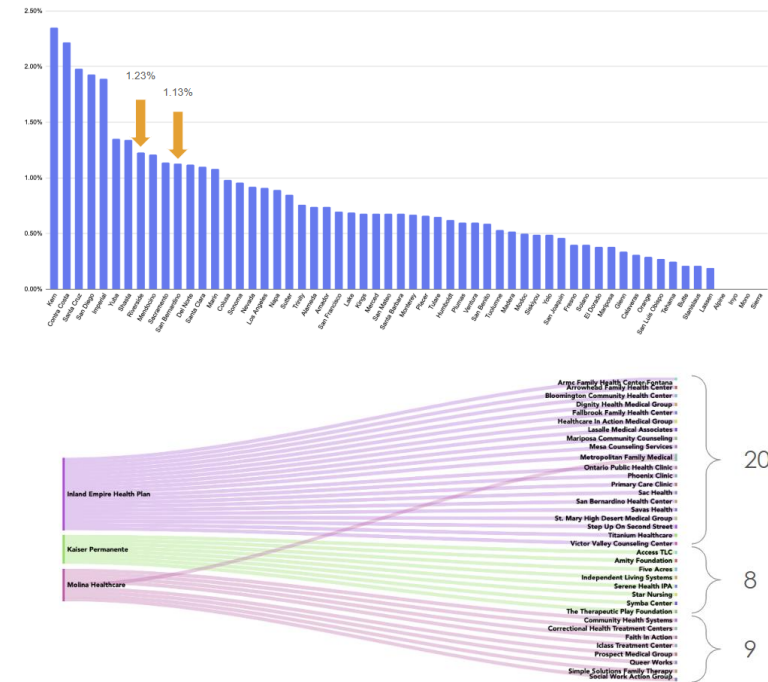
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Who are the competitors and partners in my regions?

1 Opportunities and risks

Eviset delivers data to identify CalAIM market opportunities and risks

- Quantify market size and gaps
- Make clear CalAIM provider competitive landscape
- Evaluate service expansion opportunities across Population of Focus (POF)

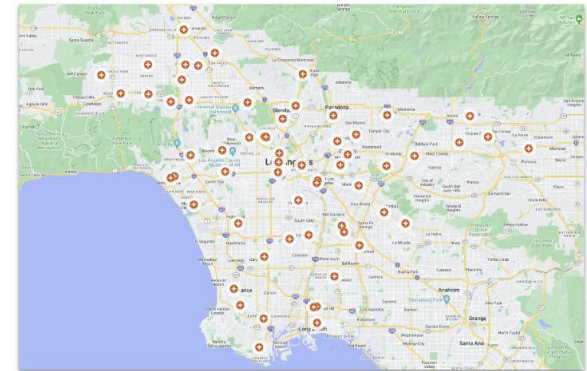


2

Partnerships and outreach

Eviset provides comprehensive data-driven intelligence into regional and state-wide CalAIM stakeholders

- Comprehensive data-driven overview into **partnership opportunities**
 - Managed Care Plans
 - Hospital Systems
 - Other CalAIM providers
- Best practices for **partner outreach** and **direct member** marketing



Eviset's PATH TA Solution

We have successfully completed TA with 30+ CalAIM providers

- Q: What is included in our PATH TA?

- A: Industry-leading data, benchmarks, recommendations and best practices from organizations across California

- Q: What will be required from my team?

- A: We do the heavy lifting for you! We typically spend **~3 meetings** with your team to understand your needs and nuances of your programs to address **YOUR** questions in our customized reports.

"Eviset's solutions helped us align our services with potential partners, jumpstart our financial growth, and access improved opportunities for success."

—Leading **Community Organization**

Specialty | Aging and Disabilities in a large urban county



The need for financial insight

- Community based organizations (CBOs) are uncertain if contracting with a managed care organization to support Enhanced Care Management or Community Support services is a good business decision and financially viable for their organization
- There is a common perception voiced by uncontracted CBOs: CalAIM rates are not viable to cover the cost of providing ECM and Community Supports.

Tool spotlight: CalAIM Budget Estimator

- The **CalAIM Budget Estimator** is an On Demand tool for CBOs to assess the financial viability of providing ECM/CS services
- Guides the user through input process to estimate revenue and expenses (costs) associated with providing Enhanced Care Management services.
- Provides and estimate of margin or extent to which the projected revenue for the designated service will cover expenses based on the data input by the user.

Step 1: Assess opportunity

The first step in building a budget is to understand the core components of the ECM (Enhanced Care Management) program.

- a. Assess program requirements and determine organizational alignment** - Consider both long-term and short-term organizational goals and capabilities. While becoming an Enhance Care Management provider does not guarantee enrollment, if you are able to achieve a stable panel it is a sustainable source of revenue.
- b. Select desired Populations of Focus** - focusing on populations you already serve and compare eligibility criteria for those programs with ECM eligibility.
- c. Calculate engagement opportunities** – using existing program data and other sources of information, calculate monthly opportunities for engaging eligible participants.

Common engagement methods

Success in ECM hinges on an organizations ability to have consistently full panels. There are four ways providers identify individuals for ECM services.

		Reactive	Proactive
Internal	External	Referrals from existing programs Identify and refer existing patients into ECM	Internal data analysis Utilize historic patient information to identify and engage potentially eligible patients
		Referrals from partner organizations Strengthen and leverage existing and new referral partners	Managed-Care Plan Assignment (MIF) MCPs will provide a list of members to conduct telephonic outreach.

Step 2: Engage Managed Care Plans

This stage focuses on engaging with Managed Care Plans (MCPs) to assess interest and explore potential collaborations

- a. **Confirm Managed Care Plan interest** - MCPs aim to adequately meet the needs of their diverse membership through local provider networks. If there's no immediate need for additional providers, there may be opportunities in the future.
- b. **Understand payment structure and rates** - The majority of ECM revenue will come from PMPM-like (Per Member Per Month) payments. However, MCPs may offer additional revenue opportunities related to outreach or other elements of the workflow.
- c. **Clarify enrollment duration and requirements** – Ensure you understand the duration and requirements for ECM enrollment. Review the Managed Care Plan's ECM Manual for detailed operational requirements.
- d. **Understand community demand** – In discussions with MCPs, or by partnering with Eviset, analyze the existing demand for ECM services in your counties.

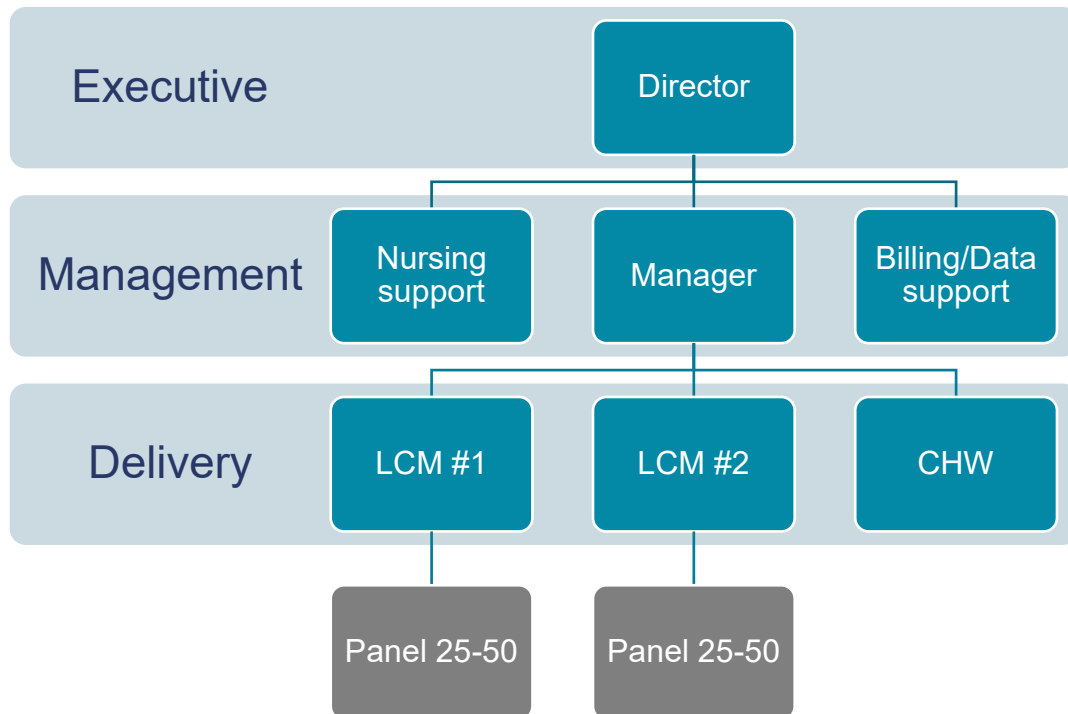
Step 3: Calculate expenses

Now, focus on calculating the expenses associated with delivering ECM services, including staffing and non-personnel costs

- a. **Develop your staffing plan** – In the Budget Estimator or another tool, input staffing information, including roles, salaries, FTE (Full-Time Equivalent) values, and indirect rates.
- b. **Input non-personnel expenses** - Record all non-personnel expenses under the Program Budget section in the ECM Expenses tab, indicating whether indirect expenses are included. Be sure to consider costs associated with in-person engagement and data managements (EMR)
- c. **Reflect on expenses** - Assess whether scaling options are available to lower expenses in the early stages of the program (e.g. use existing staff in the initial months).

Common expenses

Staffing Structure



Expenses

- Delivery and support staff
- Overhead
- Fringe + COLA
- Indirect (rent, insurance)
- Mileage/vehicle costs
- EMR/platform fees
- External billing support
- Staff training
- Communications/marketing

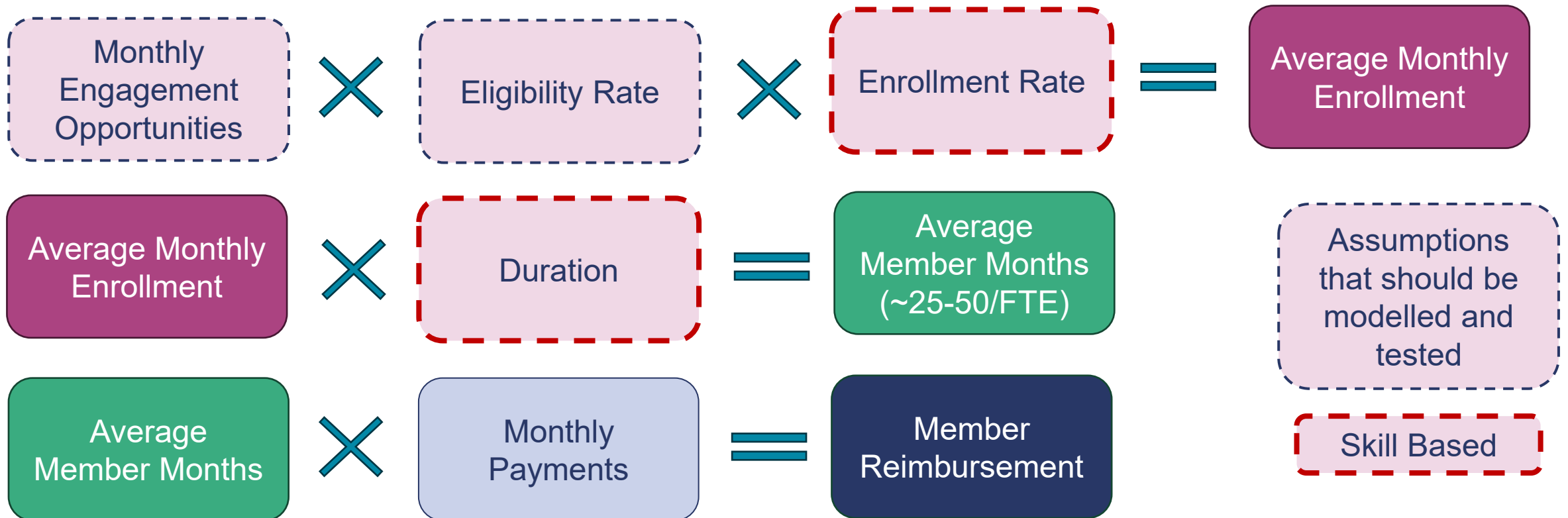
Step 4: Calculate revenue

Next, you will calculate the potential revenue from your ECM program

- a. **Calculate expected revenue from MCP** - In tracker or other tool, input member reimbursement rates or other MCP payment information to calculate likely monthly revenue from MCPs
- b. **Understand potential for indirect revenue** - Estimate additional revenue that ECM could generate from other services. For example, increased referrals into a Community Supports program your organization provide.
- c. **Identify one-time funding opportunities** - Add any one-time funding opportunities from foundations or the MCP (IPP grants) to support program activation.

Step 5: Develop scenarios

Finally, you will create different budget scenarios to evaluate various financial strategies.



Need additional support?

- **Market Intelligence:** Quantify market opportunity for ECM / CS services in target geographies and evaluate competitive landscape
- **Benchmarking:** Leverage strategic indicators to assess organizational strengths and gaps against competitive cohort to drive a stronger value proposition
- **Partnership landscape:** Qualify and prioritize partnership opportunities for outreach to sustain or grow service referrals
- **Financial Modelling:** Assessing enrollment potential, revenue, and expenses ahead of ECM/CS contracting.
- **Program development and activation:** Increase program effectiveness, efficiency, and revenue generation through data-driven quality improvement systems and processes.
- **Workforce training:** A suite of online and instructor-led trainings designed to build the core competencies of frontline staff and supervisors

Accessing the TA Marketplace

- Review vendors and projects
- Fill out an attestation letter
 - For contracted providers; or
 - For providers planning to contract
- Submit your application to become a TAM recipient
- Submit Project Eligibility Application (PEA)
- TA vendor submits SOW and budget for recipient approval

Source: TAM 6/24/25 webinar

New requirements

- Rationale: budget restraints and equitable resource distribution
- Eligibility narrowed: only new TA recipients (unless applying for Transitional Rent support)
- Single project limit
- Contracting justification required
- Projects must:
 - not exceed \$150k
 - be completed in 1 year

Source: New TAM Policies



If you are interested in TA Marketplace services – apply now!

We can help:



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