



MEALS on WHEELS CALIFORNIA  
CONFERENCE 2025

MONDAY, MARCH 24 - WEDNESDAY, MARCH 26

[MOWCA.ORG/CONFERENCE](https://mowca.org/conference)



# THANK YOU TO OUR MEALS on WHEELS CALIFORNIA CONFERENCE 2025 SPONSORS

*Tito's*®



*Handmade*

VODKA



MEALS on WHEELS CALIFORNIA  
CONFERENCE 2025

# UNLOCKING POTENTIAL

MTM Funding  
Opportunities  
For Sustainable  
Growth



DEBBIE CASE  
CHIEF DIRECTIONAL OFFICER  
CASE BY CASE STRATEGIES



# HEALTHCARE PROVIDERS- THE NEXT FRONTIER





# CalAIM

**California Advancing & Innovating Medical (CalAIM) is a new initiative by the Department of Health Care Services (DHCS) to improve the quality of life and health outcomes of Medi-Cal Managed Care (Medi-Cal) beneficiaries by implementing a broad delivery system, programmatic and payment system reforms.**

- Introduction of a new menu of Community Supports (CS)
- Addresses the clinical and non-clinical needs of high-need, high-cost Medi-Cal members through systematic coordination of services and comprehensive care management.
- Services are provided as a substitute for utilization of other services or settings such as a hospital or skilled nursing facility admission, discharge delays, or emergency department use

## MOWCAN

### What is it and why should it matter?

MOWCA researched and developed a HUB concept to meet the needs of the contracted payor and/or Medi-Cal or Medicare Managed Care Plans (MCPs). This statewide MOWCA initiative is called Meals on Wheels California Association Network (MOWCAN). Its role is to develop, implement, and manage a comprehensive plan to further member participation in healthcare contracts and solidify MOWCAN as a CBO network state-wide.





# TIMELINE

**MOWCAN STARTED IN 2019 WITH A FEASIBILITY STUDY FUNDED BY ARCHSTONE FOUNDATION AND THE SCAN FOUNDATION. PHASES II & III WERE ALSO FUNDED BY THESE TWO FOUNDATIONS IN ADDITION TO PRIVATE DONORS AND ORGANIZATIONS.**

In 2020, the Covid pandemic did not impede the work for the next phases.

- Phase II - Infrastructure Development
- Phase III - Implementation of a statewide CBO network of nutrition providers who serve seniors and those with disabilities with daily meal delivery and ancillary services.
- Phase IV- Contract development

# SUPPORT SUSTAINABILITY SUCCESS



## SUPPORT

- Administrative oversight and governance responsibilities to members.
- Serve as the fiscal and contracting agent between members and health care organizations.
- Provide the infrastructure that can support reporting requirements and consistency across programs and services.



## SUSTAINABILITY

- Ensure contracts are viable, make all organizations whole, and over time generate a surplus of funds for each organization and MOWCA.



## SUCCESS

- Measured in the number of seniors served, improved health, and decrease in healthcare costs.
- Meals on Wheels programs to be the leader in the field of healthcare funded Medically Tailored and/or Supportive meals.





# FIRST STEP

Breaking down the silos.

- Internal
- External



# THE HUB

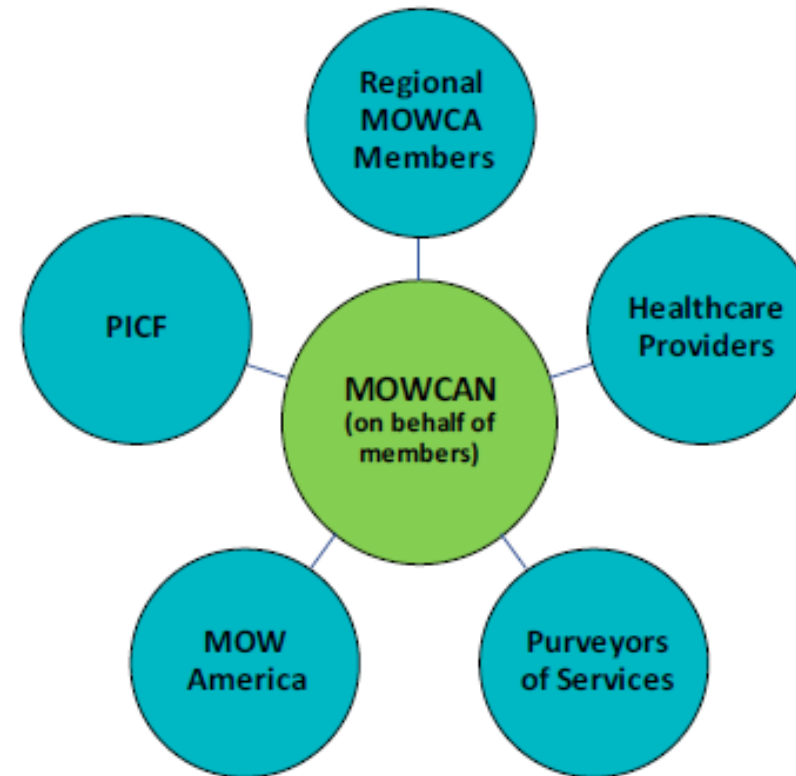
Mission: Sustainable network that facilitates MOW participation in healthcare contracts for:

- Medically tailored/supportive meals
- Culturally/ethnically diverse meals
- Supportive services

Strategic Priorities:

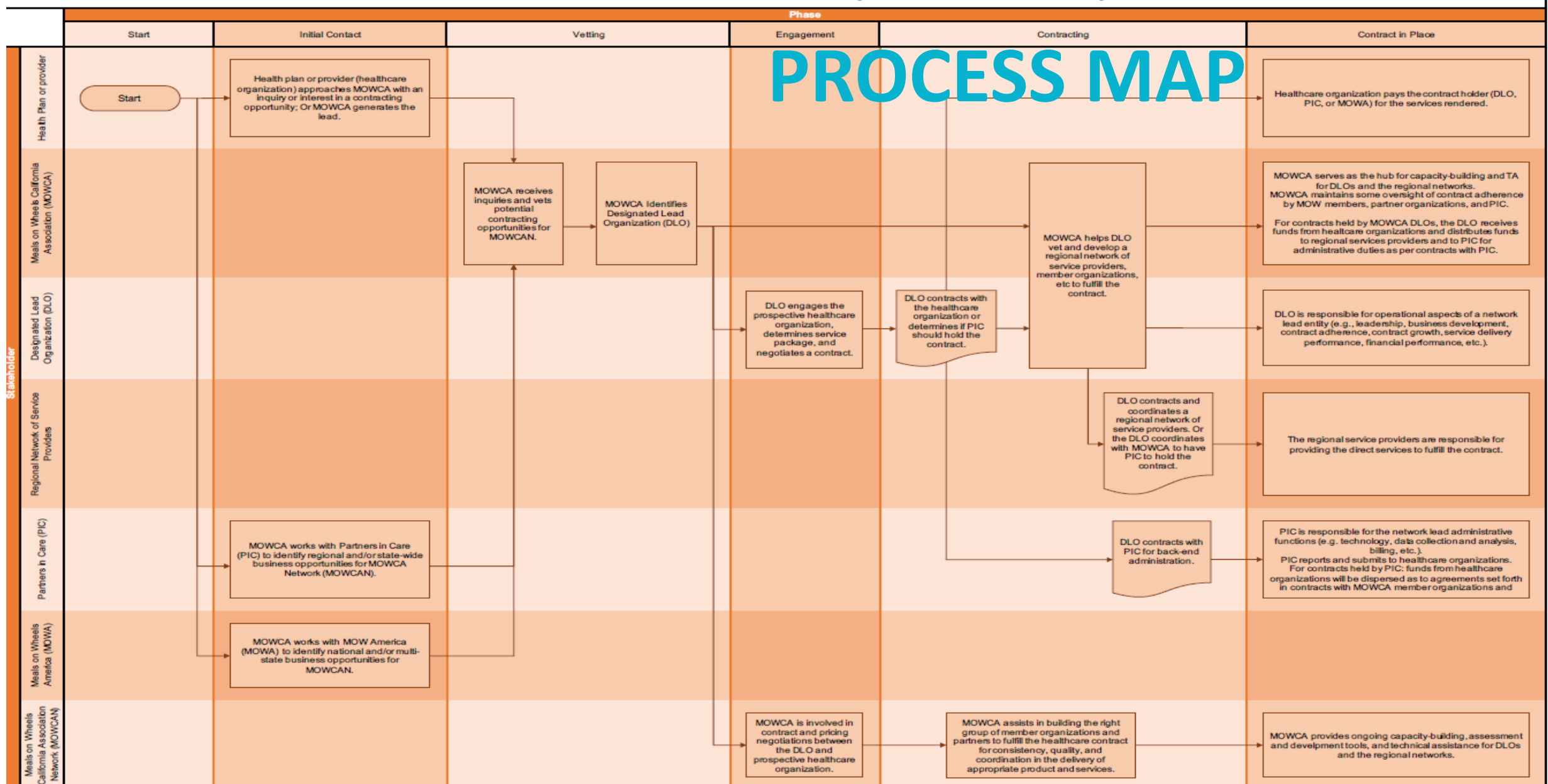
- Amplify MOWs Programs' healthcare contracting capacity
- Standardize meal and service offerings
- Leverage partnerships
- Create sustainability for organizations and MOWCA

## Collaborative Partnership Model





# MOWCAN Collaborative Partnership Model Process Map





# HAVE WE DELIVERED?

There have been many steps and hundreds of hours developing partnerships, new menus/recipes, training webinars, surveys, technical assistance, possible income streams for sustainability, and much more.

It is a resounding YES!

# ANTHEM

Anthem approached MOWCA in the Fall of 2024 regarding nutritional needs primarily in Northern California. The initial request was focused on 11 counties:

Alpine	Amador
Calaveras	El Dorado
Kings	Madera
Mono	Inyo
San Francisco	Santa Clara
Tuolumne	

Additional counties were added through discussions:

Fresno	Kern
Los Angeles	Sacramento





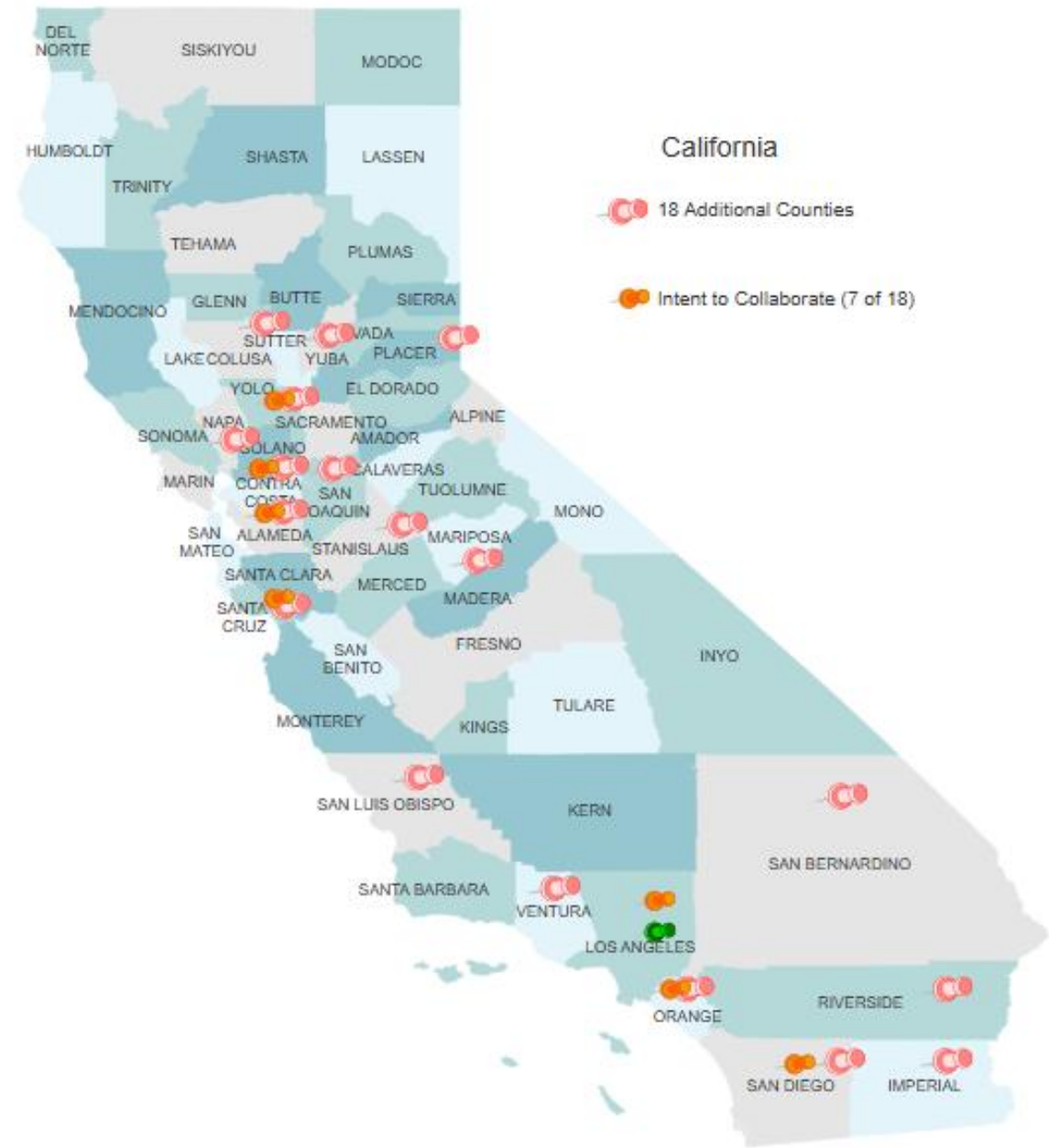
# KAISER

KFHP expanded its delivery of Medi-Cal services in 32 California counties on January 1, 2024, and is broadening its network of providers with experience providing MTM/MSF with local presence across California.

Kaiser reached out to MOWCA and PICF on January 30, 2025 to respond to their RFP. We had only 7 days to complete to meet their deadline.

Counties include all counties as Anthem with addition of:

Contra Costa	Imperial	Marin
Maripos	Napa	Orange
Placer	Riverside	San Bernadino
San Diego	San Joquin	Santa Cruz
Solana	Sonoma	Stanislau
Sutter	Ventura	Yolo
Yerba		



# WHERE ARE WE NOW

## NEXT STEPS

## FUNDING

### WHERE ARE WE NOW

- MOWCA in partnership with Partners in Care Foundation (PICF) submitted LOIs to Anthem and Kaiser
- Both have accepted the LOIs and have moved us to the next stage

### NEXT STEPS

- Anthem has requested the Community Supports certification Process to be submitted by March 31<sup>st</sup>
- Kaiser- we are one of three finalists and are awaiting decision

### FUNDING

- PATH CITED funding through DHCS opened the 4<sup>th</sup> and final round of funding. The submission Deadline is May 2<sup>nd</sup>.
- Awards will be announced Fall 2025
- All funds to be used by December 21, 2026
  - Some retroactive costs may be included.



# MOWCA's NETWORK GOAL

Build a coordinated effort to provide nutritional and other ancillary services to seniors and others in need while ensuring the sustainability of our organizations in these turbulent times.

# INFORMATION & REFERENCES

**Website & Training videos:** <https://mowca.org/>  
**Letter of Intent to Collaborate: Handout**  
**Process Map: Handout**  
**CalAIM:** <https://www.dhcs.ca.gov/CalAIM/Pages/CalAIM.aspx>  
**DHCS:** <https://www.dhcs.ca.gov/>  
**Master Plan for Aging:** <https://mpa.aging.ca.gov/>  
**Partners in Care Foundation:** <https://www.picf.org/>  
**California Food is Medicine Coalition (CalFIMC):** <https://www.calfimc.org/>  
**A&D Business Institute:** <https://www.aginganddisabilitybusinessinstitute.org/>  
**Archstone Foundation:** <https://archstone.org/>  
**Medically Supportive Food & Nutrition (MSF&N):** <https://www.msfnc.org/>



# THANK YOU

Debbie Case  
619-997-3183  
[debbie@casebycasestrategies.com](mailto:debbie@casebycasestrategies.com)

LOREM IPSUM DOLOR  
LOREM IPSUM DOLOR SIT  
AMET, CONSECT ETUR  
ADIPISCING ELIT. MAECENAS

Praesent quis massa velit. Sed ornare felis lacus, ultrices  
malesuada lectus maximus in.





## MEALS ON WHEELS CALIFORNIA

9590 Chesapeake Drive, San Diego, CA 92123

WILLY@MOWCA.ORG • 323.384.9545 • TAX ID 47-4698325

