

RESPONSES TO THE QUESTIONS ASKED AND ISSUES RAISED
AT THE 2005 JANUARY 18 CITY COUNCIL MEETING
REGARDING THE COSTA MESA EMS SUBSCRIPTION PROGRAM

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MOST RECENT UPDATE: 1/26/05

1. HOW WOULD THE EMSSP WORK WITH RESPECT TO GROUP-TYPE HOMES (Compare with other cities):
 - a. MILESTONE (Example)
 - b. CHARLE STREET (Example)
 - c. DRUG REHAB HOMES
 - d. HOMES FOR AGED
 - e. DISABLED KIDS

2. HOW WOULD THE EMSSP WORK WITH RESPECT TO:
 - a. ELEMENTARY SCHOOLS
 - b. HIGH SCHOOLS
 - c. COLLEGES
 - d. FOOTBALL GAME (Example)

3. HOW DOES THE EMSSP WORK WITH RESPECT TO NON-PROFIT/CHARITABLE ORGANIZATIONS SUCH AS:
 - a. SOUP KITCHENS
 - b. HOMELESS SHELTERS

4. WHAT IS THE CURRENT BILLING POLICY WITH RESPECT TO NON-RESIDENTS WHO CANNOT PAY, OR WHOSE INSURANCE DOES NOT COVER THE ENTIRE FIRE DEPARTMENT FEE?

5. WHAT IS THE CURRENT BILLING POLICY WITH RESPECT TO PEOPLE WHO ARE HERE ILLEGALLY?

6. WOULD IT BE LEGAL TO WAIVE THE FEE FOR PERSONS WITHOUT INSURANCE?

7. WOULDN'T THE SUBSCRIBERS BE SUBSIDIZING THE NON-SUBSCRIBERS?

8. DO SUBSCRIBERS' INSURANCE COMPANIES GET BILLED? – (Note: The Council is under the impression that subscribers' insurance companies do not get billed. This is not accurate, but we can go that route if it is what the Council wants.)

9. HOW DO WE KNOW WHERE TO SEND THE BILL WHEN WE CANNOT MAKE PEOPLE PROVIDE ANY IDENTIFICATION WHEN WE PERFORM THE SERVICE?
10. HOW DOES A PERSON PROVE ENROLLMENT?
 - a. HYPOTHETICAL: A CMHS STUDENT IS INJURED AT SCHOOL; HIS PARENTS ARE ENROLLED.
11. WHAT ARE THE ADMINISTRATIVE COSTS TO THE CITY TO IMPLEMENT AND RUN THE EMSSP?
12. HOW IS THE FEE GOING TO BE BILLED? MONTHLY? ANNUALLY? ON THE WATER BILL?
13. WHAT IS THE COST INCURRED BY THE AMBULANCE PROVIDER TO DO THE BILLING?
14. HOW MUCH OF THE \$300 FEE IS COVERED BY MEDICARE?
15. WHAT IS THE SUBSCRIPTION RATE OF OTHER CITIES?
16. HOW WILL LEGAL RESIDENCY BE ESTABLISHED?
17. IS LEGAL RESIDENCY A REQUIREMENT OF OTHER CITIES?
18. WHAT ARE THE DEMOGRAPHICS OF THE RESPONSES IN THE LAST 2 YEARS?
 - a. RESIDENTS vs. NON-RESIDENTS
 - b. AGE OF PATIENTS
19. HOW WILL THE CO-PAYMENT BE CALCULATED FOR NON-SUBSCRIBERS?
20. WHAT IS THE PERCENTAGE OF THE ADDITIONAL REVENUE THE CITY WILL HAVE AFTER DEDUCTING ADMINISTRATIVE COSTS (marketing, advertising) AND OTHER OVERHEAD? (Concern is that Schaefer will get most of the money from this).
21. HOW WILL ELIGIBILITY BE HANDLED WITH RESPECT TO HOMELESS/TRANSIENTS?
22. HOW DO WE CURRENTLY TREAT ILLEGAL IMMIGRANTS WITH RESPECT TO BILLING?
23. WHAT IS THE CURRENT RECOVERY RATE FOR NON-RESIDENTS?
24. HOW WILL YOU HANDLE EMERGENCY MEDICAL CALLS THAT OCCUR NEAR THE COSTA MESA/NEWPORT BEACH ORDER AND THE FIRST RESPONDERS ARE FROM NEWPORT BEACH FIRE?

25. THERE SEEMED TO BE AN EXPECTATION THAT, FOLLOWING THE PASSAGE OF THE ORDINANCE, EMERGENCY MEDICAL SERVICE CHARGES WOULD BE BILLED TO INSURANCE COMPANIES AND NOT NECESSARILY BE BORNE BY THE RESIDENTS. HOW WOULD THESE CHARGES BE BILLED? WOULD SCHAFFER AMBULANCE BILL THE RESIDENT'S INSURANCE COMPANY OR MEDICARE/MEDICAID DIRECTLY? WOULD THEY BILL THE RESIDENT, THEN EXPECT THE RESIDENT TO FORWARD THE BILL TO THEIR APPROPRIATE INSURANCE PROVIDER?
26. CONFUSION OVER CO-PAYMENTS AND INSURANCE:
- WON'T A SUBSCRIBER HAVE TO PAY BOTH HIS/HER CO-PAYMENT AND THE \$36 ANNUAL FEE?
 - CURRENTLY, DO NON-RESIDENTS PAY ONE CO-PAYMENT OR TWO (There is one bill, but charges for ambulance services separate from the fire department user fees).
 - WOULD NON-SUBSCRIBERS BE SUBJECT TO 2 CO-PAYMENTS?
27. MEDICARE/CAL HAVE MOST-FAVORED-NATION CLAUSE: YOU CAN'T BILL ANYONE LESS THAN YOU WOULD THE MEDICARE/CAL PERSON ?
28. IS THE \$36.00 ANNUAL SUBSCRIPTION FEE REIMBURSABLE BY INSURANCE?
29. I WENT TO NEWPORT BEACH'S WEB SITE TO REVIEW THEIR PLAN. THEY CHARGE \$48.00 PER YEAR AND ALSO CHARGE \$695.00 FOR CALLS WHERE THE ANNUAL FEE DOESN'T APPLY. THAT SEEMS LIKE A HUGE DIFFERENCE BETWEEN THEIR CHARGES AND WHAT YOU PROPOSED - MADE ALL THE MORE CURIOUS BY THE FACT THAT MOST CALLS FROM EITHER COMMUNITY WOULD BE ROUTED TO HOAG HOSPITAL. I DON'T KNOW WHICH IS MOST ACCURATE, BUT IT SURE SEEMS STRANGE FOR THERE TO BE SUCH A DIFFERENCE.
30. AS ASKED BY OTHERS, WHAT KIND OF FEES WILL SCHAFFER AMBULANCE CHARGE FOR THE ADMINISTRATION OF THIS PLAN? WILL THE CONTRACT WITH THEM BE RE-NEGOTIATED IF THIS ORDINANCE IS PASSED? WHAT ABOUT OTHER ADMINISTRATIVE COSTS INCURRED BY CITY STAFF? HOW WILL THESE BE ACCOUNTED FOR IN THE BUDGET PROCESS?
31. WHAT WILL THE BOTTOM LINE BE AS A RESULT OF THIS PLAN? HOW MANY DOLLARS WILL MAKE THEIR WAY TO THE CITY'S GENERAL FUND AFTER ALL COSTS ARE CALCULATED?
32. MUCH CONCERN WAS EXPRESSED BY RESIDENTS AND COUNCIL MEMBERS ABOUT PROVIDING SERVICE TO ILLEGAL ALIENS, MANY OF WHOM LIVE IN THIS CITY. IT IS A FACT THAT SEVERAL RESIDENTS LIVE IN INDIVIDUAL APARTMENTS ON THE WESTSIDE OF TOWN. HOW WOULD THESE RESIDENCES BE BILLED FOR THE ANNUAL FEE? HOW IS IT FAIR TO CHARGE THE SAME FEE FOR A 4-MEMBER FAMILY RESIDENCE THAT YOU WOULD CHARGE TO A 10-RESIDENT APARTMENT?
33. HOW WOULD YOU BILL A FACILITY LIKE BETHEL TOWERS? I SUSPECT THERE MIGHT BE A DISPROPORTIONATELY HIGH INCIDENCE OF SERVICE CALLS THERE COMPARED TO YOUR RUN-OF-THE-MILL APARTMENT BUILDING. DO YOU OFFER THE SERVICE TO EACH RESIDENT BASED ON THEIR APARTMENT ROOM NUMBER?

MARKETING IDEAS SUGGESTED

- Direct mailing using tri-fold brochure with application included.
- Cable station ad.
- Website.
- Recreation bulletin.