



Celia (left), a 45-year-old farmworker, was connected with Community Bridges' Enhanced Care Management (ECM) program, where her care manager Lizbeth met with her weekly to coordinate appointments, arrange transportation and groceries, manage medications, and guide her through unfamiliar wound care.

Enhanced Care Management: Personalized Support for Medi-Cal Members with Complex Needs

When Celia returned home from the hospital, she was still fighting for her life.

After spending five months recovering from serious, life-threatening complications, the 45-year-old farmworker in Central California arrived home confused, in pain, and unsure how to care for the open surgical wound that still hadn't healed. She struggled to breathe. She missed critical follow-up appointments. And with no car, little food, and no medical translator to help her understand the care instructions written in English and Spanish—languages she didn't speak—she began to lose hope.

Celia's primary language is Mixteco Bajo—part of the broader Mixtec language group, which is spoken by approximately 500,000 people worldwide across more than 50 regional varieties. Her hospital discharge

had left her with more questions than answers.

But then, Celia was connected with Lizbeth—a compassionate care manager with [Community Bridges' Enhanced Care Management \(ECM\) program](#). And everything began to change.

“Thank God for putting this program in my path,” Celia says now. “Now I feel free.”

A Safety Net for Complex Needs

Celia's story is exactly why Enhanced Care Management exists.

ECM is a free Medi-Cal benefit that supports individuals with complex health and social needs by pairing them with a personal care manager who helps them navigate the often-overwhelming healthcare system. The program is part of [California's CalAIM \(California Advancing and Innovating Medi-Cal\)](#) initiative, which aims to create a more person-centered, equitable healthcare system.

In Celia's case, that meant weekly in-person support from Lizbeth, who coordinated everything from doctor's appointments to food deliveries. Lizbeth didn't just help Celia survive—she helped her take control of her health and thrive.

“She met me every week. She helped with my breathing treatments, my transportation, my groceries, even making phone calls,” Celia says. “I didn't know how to do any of that before.”

Within months, Celia's wound had fully healed. She could breathe easier. And with Lizbeth's help, she learned how to schedule her own appointments, manage her medications, and request the services she needed.

Who Qualifies for ECM?

ECM is available—at no cost—to Medi-Cal members who are:

- Living with multiple chronic conditions (e.g., diabetes, heart disease)
- Experiencing serious mental illness or substance use disorder
- Unhoused or living in unstable housing
- Involved with the child welfare system
- Transitioning out of incarceration or long-term care

If you or your patients/clients face any of these challenges, ECM could be the support system that makes all the difference.

Get Started

If you or your patients and clients may benefit from Enhanced Care Management, we're here to help.

- **Call us at:** 831-688-8840 ext. 4020
- **Email:** StevenW@cbridges.org
- **Apply online:** communitybridges.org/enhanced-care-management/

You can also refer patients through their primary care provider.

In addition, clients can walk into any one of our four Family Resource Centers—in Live Oak, Santa Cruz, San Lorenzo Valley, and Watsonville—for in-person support, help enrolling, or assistance navigating services.

ENHANCED CARE MANAGEMENT
Comprehensive Care for Medi-Cal's Highest-Need Members at no cost!

We provide extra support to local Medi-Cal recipients of all ages with complex needs through a dedicated bilingual care manager, helping improve their health, well-being, and quality of life—all at no cost.

At Community Bridges, we implement Enhanced Care Management (ECM) by building trusting relationships with the highest-need Medi-Cal members and delivering long-term, transformative results. Care managers meet clients wherever they are—whether at home, a doctor's office, a shelter, or a neighborhood in the community—to ensure that their unique needs are met.

Our ECM services are provided in coordination with Community Bridges programs, including Elderly Adult Day Health Care, Meals on Wheels WIC, and the Family Resource Collective.

Who Qualifies for ECM?

- People experiencing homelessness
- Those who need help managing preventable diseases or mental health conditions
- Individuals with serious mental health or substance use disorders
- People transitioning out of incarceration
- Those at risk of long-term skilled nursing placement
- Individuals moving from nursing facilities back into the community
- Children/families involved in child welfare or California Children's Services
- People who are at risk of or developmentally disabled
- People who are pregnant or at-risk

What Services Do We Provide?

- Scheduling medical appointments and arranging transportation
- Referrals to community resources (e.g., food, housing, public benefits)
- Assistance with managing medications and acquiring medical equipment
- Care coordination between providers
- Help with understanding medical conditions and care needs
- Support during hospital-to-home transitions
- Access to mental health and substance use services
- Advocacy and navigation of the healthcare system
- Legal support resources

How Do We Provide Services?

We serve clients in Santa Cruz County, with plans to expand to Monterey and San Benito Counties. Services are offered in local, rural, and urban locations for clients, whether at home, doctor's office, or community center. All ECM services are fully covered by Medi-Cal's CalAIM program—no out-of-pocket costs for eligible members.

831-688-8840 ext. 4020 | Info@cbridges.org | 519 Main Street, Watsonville

Click the image to see our bilingual Enhanced Care Management flyer.

We welcome collaboration with clinics, hospitals, and case managers across the region. Let's work together to ensure your patients receive the care, dignity, and personalized support they deserve.



Support Each Other, Strengthen Your Family

At Community Bridges, we know parenting works best when both partners feel supported. That's why our Family Resource Collective is proud to partner with Triple P, First 5 Santa Cruz County, and the County of Santa Cruz to offer free workshops that help families build stronger, healthier relationships.

Join us for our next in-person parenting workshop focused on how partners can work together as a team. Whether you're navigating tough parenting decisions or just looking for ways to better support one another, this interactive session will offer practical tools to strengthen your relationship and create a more peaceful family life.

This workshop will cover:

- Parenting issues that often cause disagreements between partners
- How to care for your relationship while raising children
- Tools to communicate, support each other, and parent as a team

Class Details:

Date: Wednesday, August 20, 2025

Time: 6:00 – 7:30 PM

Location: Live Oak Community Resources – 1740 17th Ave, Santa Cruz

Facilitator: Alex Olivas, Live Oak Community Resources

Free child care and light snacks will be provided!

Register now: bit.ly/Partners-Aug20

Questions? Contact Alex Olivas at (831) 476-7284 ext. 110 or alexo@cbridges.org

Let's support each other—because strong partnerships make strong families.

[See All Upcoming Triple P Classes!](#)

IN THE NEWS

Key headlines from Community Bridges' Family Resource Collective and challenges impacting local children, parents, and families.

- [Community Bridges WIC celebrates 18th Annual Breastfeeding Walk & Health Fair in Santa Cruz](#)
- [Health providers sound alarm on OBBBA](#)
- [Santa Cruz health, school leaders warn of care crisis after Planned Parenthood clinic shuts down](#)
- [60 years after Medicaid was signed into law, Trump's 'One Big, Beautiful Bill' is chiseling it back](#)

Learn more about our Family Resource Collective Sites

- [La Manzanita Community Resources](#)
- [Live Oak Community Resources](#)
- [Nueva Vista Community Resources](#)
- [Mountain Community Resources](#)



Counseling

We offer free counseling and advocacy through partnerships with pre-licensed professional clinical counselors. Services are available for youth, families, and individuals seeking support with stress management, healthy coping strategies, and other personal challenges.

To schedule an appointment, call (831) 476-7284 ext. 104.



Eviction Defense Collaborative

The Family Resource Collective's Eviction Defense Collaborative is a vital partnership that provides essential services to help prevent evictions and support both tenants and landlords. Assistance is available through our FRC sites across Santa Cruz County.

For help or more information, call (831) 288-2148.



Public Benefits Enrollment Assistance

Need help navigating government services? Our trained advocates assist with enrollment, renewals, and reporting for programs like CalFresh, Medi-Cal, Covered California, and unemployment benefits. Services are available at all FRC locations.

Learn more at communitybridges.org/FRC.



Enhanced Care Management (ECM)

We provide specialized support for Medi-Cal members of all ages with complex medical and social needs. Our bilingual, bicultural care managers help clients navigate care, improve well-being, and live healthier lives. ECM services are fully covered through Medi-Cal's CalAIM program.

Click [HERE](#) to learn more about ECM.

Be the Difference in Your Community

Community Bridges envisions a thriving community where everyone can unleash their full potential.

Our Family Resource Collective team works collaboratively with community partners, residents, businesses, foundations, donors, supporters, volunteers, and the Community Bridges family of programs to provide our participants with access to resources that offer stability and hope for the future.

Here are our current employment opportunities:

- [Program Manager – Enhanced Care Management](#)
- [Program Aide - Nueva Vista Community Resources](#)
- [Program Aide - Mountain Community Resources](#)

If you're ready to make a difference, we encourage you to apply today! You can submit your application online [HERE](#) or by contacting our Human Resources department via email at recruitments@cbridges.org. We're also available in person at 519 Main Street, Watsonville CA 95076, or over the phone at 831-688-8840 ext. 200.

Join us at Community Bridges Family Resource Collective. Your career awaits!

Apply Today!





Show your support of Community Bridges and the Family Resource Collective by shopping at our TeePublic storefront! A portion of the proceeds of every sale go toward Community Bridges and the FRC!

BUY COMMUNITY
BRIDGES MERCH



The generosity of our community is what drives the FRC's life-changing work and ensures we can continue to serve more than 12,000 of our friends, family, and neighbors in need each year. Every donation makes a difference.

DONATE: SUPPORT
OUR WORK



The FRC's work would not be possible without our dedicated volunteers. From helping with food distributions to conducting community outreach, our FRC centers have a plethora of volunteer opportunities.

HELP YOUR
COMMUNITY



Our Contact Information

{{Organization Name}}
{{Organization Address}}
{{Organization Phone}}
{{Organization Website}}

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