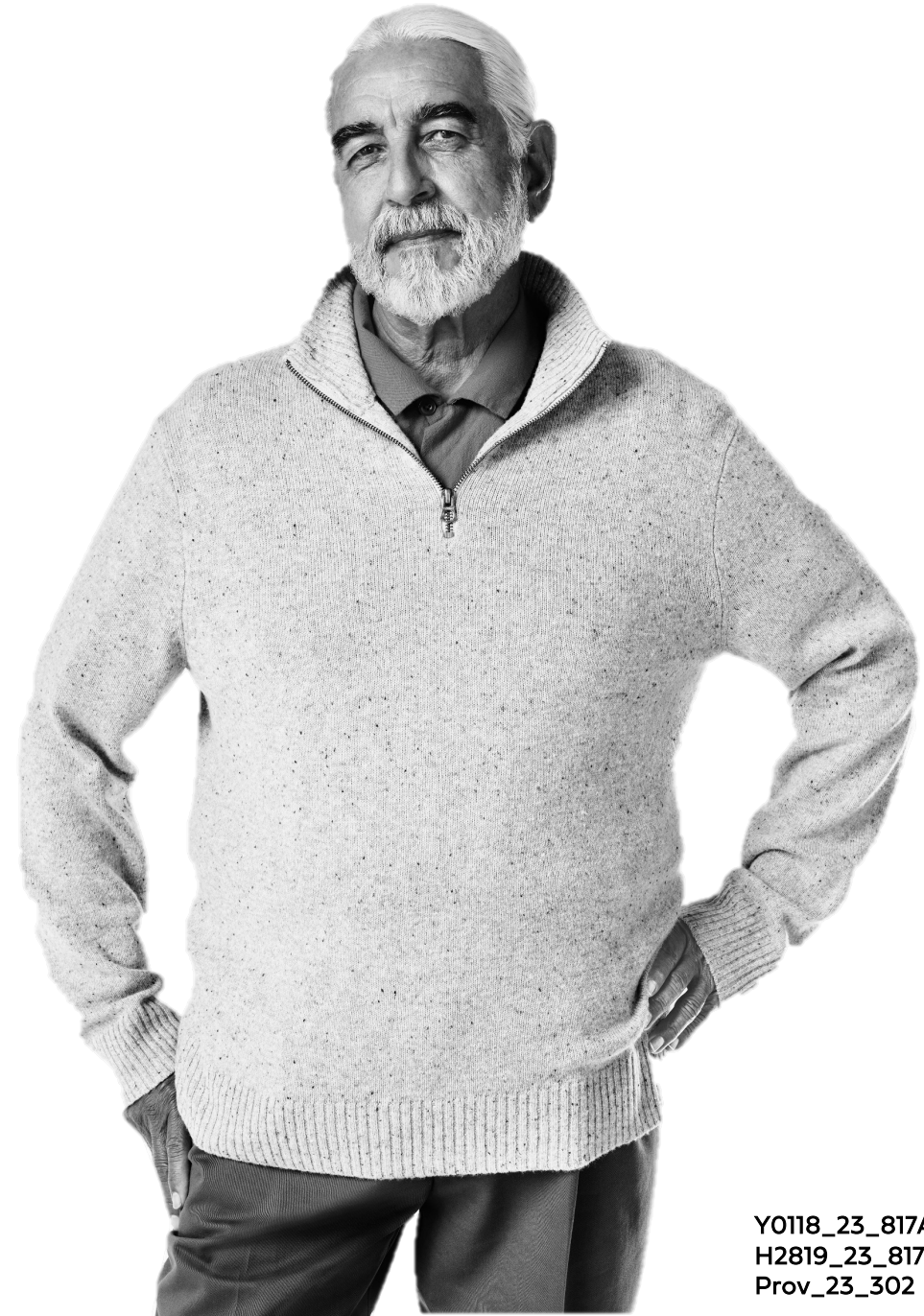




Complex Care Program:  
In-home care from  
ConcertoCare launching  
January 1, 2024

November 2023



# Agenda



What is changing and when

Introducing ConcertoCare

Q&A

Member and provider outreach

Q&A

# Transitioning from Landmark to the ConcertoCare Program

**As of 1/1/2024, ConcertoCare will be part of Blue Shield's overall offerings for members with complex care needs.**

- Blue Shield chose ConcertoCare through a competitive request for proposal (RFP) process in early 2023.
- With ConcertoCare, members with multiple, specific chronic illnesses have access to comprehensive home-based care including medical, behavioral and social services, plus 24/7 access to medical professionals and in-home urgent care.
- ConcertoCare offers the same or similar services as Landmark with added benefits:
  - Improved member identification criteria
  - Offering of a kidney program
- The same products and lines of business in scope for Landmark will be in scope for ConcertoCare.
- We continue to support our nonprofit mission to help ensure all Californians have access to high-quality, affordable health care.

# ConcertoCare phased rollout by service area

	ConcertoCare counties	Landmark counties
1/1/24	<ul style="list-style-type: none"><li>• Los Angeles</li><li>• Orange</li><li>• San Diego</li></ul>	<ul style="list-style-type: none"><li>• Greater Los Angeles</li><li>• Orange County</li><li>• Greater San Diego</li></ul>
7/1/24	<ul style="list-style-type: none"><li>• Riverside</li><li>• Sacramento</li><li>• San Bernadino</li><li>• San Luis Obispo</li><li>• Santa Barbara</li><li>• Ventura</li></ul>	<ul style="list-style-type: none"><li>• Riverside</li><li>• San Bernadino</li><li>• Greater and outer Sacramento</li><li>• Ventura</li><li>• Greater San Francisco Bay Area (San Francisco, San Mateo and Santa Clara County)</li></ul>
By 1/1/25* Semi-urban, peri-urban rural, and rural	<ul style="list-style-type: none"><li>• Monterey</li><li>• Riverside</li><li>• San Bernadino</li><li>• Kern</li></ul>	

*\*Exact expansion date subject to refinement*

# Member eligibility

Blue Shield identifies members for inclusion in ConcertoCare, based on member health data and the following criteria.

- Must be 18 years of age or older, and have been a Commercial, Medi-Cal or Medicare Blue Shield member for at least six (6) months with one or more claims.
- Commercial and Medi-Cal members must have three (3) or more specific chronic conditions, or chronic kidney disease stages 4 or 5 (CKD), or end stage renal disease (ESRD).
  - Medicare members eligibility is not based upon having specific chronic conditions. Members will be evaluated wholistically for eligibility, based on factors such as medical and social determinants of health, disease acuity, and hospital utilization.

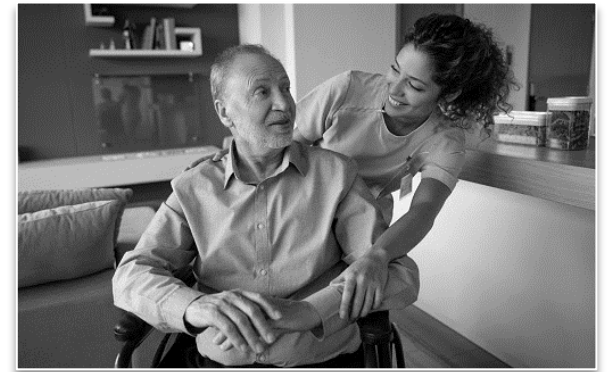
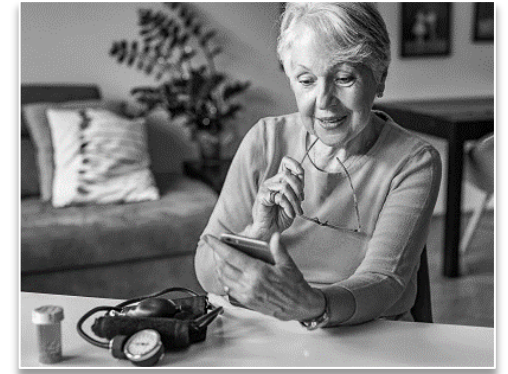
## Exclusions:

- Plan types: BlueCard, FEP, Self-Funded (ASO), Shared Advantage, and Specialty
- Linked to global capitation or Medicare Supplement plans
- Pregnancy, hemophilia or transplants
- Hospice or long-term acute care



## Member financial arrangement

- Members opt in to the ConcertoCare program.
- ConcertoCare services are offered as an optional program to qualifying members; participation does not impact a member's benefits or how you bill as a provider.
- For members with Blue Shield Commercial, Medicare or Medi-Cal health plans, this program is available at **no additional cost** to those who meet the eligibility criteria.
- There is **no co-pay for services** provided by ConcertoCare.
- Covered services provided by non-ConcertoCare providers through a referral from ConcertoCare may be subject to co-pays, based on members' benefits and coverage.





# ConcertoCare Program overview

# Introducing ConcertoCare

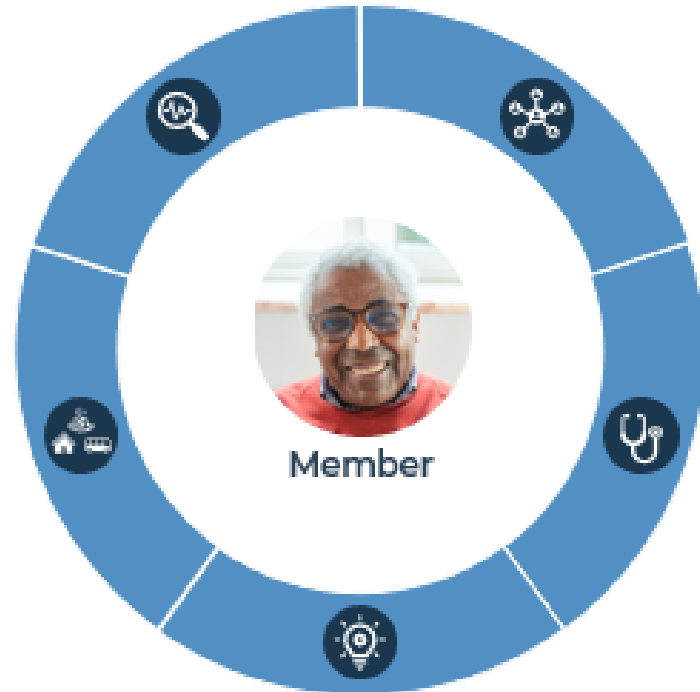


- Provides community-based, physician-led medical teams who specialize in house calls and home-based care to deliver medically needed services to chronically ill patients.
- Tech-enabled in-home care teams leverage an interdisciplinary care model to address unmet health and social needs and improve patients' quality of life, partnering with them, their caregivers, families, health providers, and communities.
- Offers 24/7 in-person and virtual access to medical professionals and in-home urgent care to participating members.





## The ConcertoCare Clinical Model™ is designed around five foundational elements



Multidisciplinary In-Home Care Team with 24/7/365 Support



Evidence-Based Chronic Disease Management



Deep Integration of Medical & Behavioral Health



Focus on Addressing SDOH and Health Equity



Clinical Model Enhanced by Technology and Advanced Data Analytics

**All components of the model are designed to wrap around and work in collaboration with the member's primary care provider.**

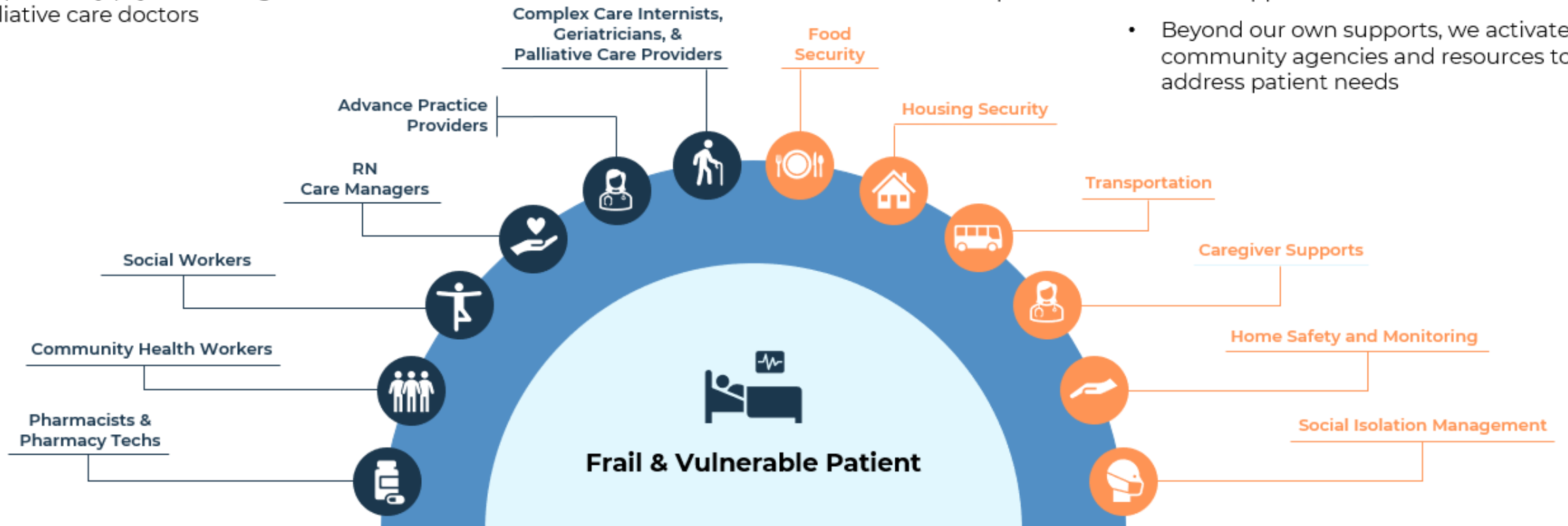
# Addressing clinical, behavioral, and social needs, with a core focus on health equity

## Clinical & Behavioral

- As a treating provider, our patient-centered care teams can address patient needs directly while coordinating with external providers/organizations
- Care teams are overseen by a complex care physician, and supported by psychiatrists, geriatricians and palliative care doctors

## SDOH & Health Equity

- Our Community Health Workers come from the communities we serve, and incorporate an understanding of the unique barriers to equitable care faced by communities of color and non-English speaking communities
  - Our team engages patients at home and telephonically to provide non-medical supports
  - Beyond our own supports, we activate community agencies and resources to address patient needs



# ConcertoCare's human-first, tech-enabled Clinical Model™ provides 13 key evidence-based, patient-centered services in the home

- 1 Home visits for all patients, including Comprehensive Health Assessments (CHAs) and longitudinal visits
- 2 Care coordination and case management
- 3 Focused pharmacy support
- 4 24/7/365 on-call and in-market urgent care provider access
- 5 Transition episode management for every discharge
- 6 ED diversion and admission avoidance through near-constant panel management
- 7 Clinical care pathways that are evidence-based and holistic
- 8 Extensive mental / behavioral health resources
- 9 Health coaching for patients and caregivers
- 10 Focus on SDOH and health equity, and closure of SDOH gaps
- 11 Palliative care services
- 12 Incorporation of specialist input into care plan
- 13 Compliant documentation and HEDIS / Stars gap closure

# Kenneth's story: Health overview



## PMH

- Chronic back pain from fall
- Spinal stenosis
- Spastic paraplegia
- Wheelchair bound with implanted baclofen pump
- GERD
- Seizures
- DVT
- Pressure ulcers
- Arthritis
- BPH

## Utilization

- Five (5) ED visits and numerous admissions prior to engagement with ConcertoCare
- Patient was using ER for primary care
- Reason for utilization: Poorly controlled pain

## Key SDOH issues

Lack of transportation to appointments

## Risks

Lack of pain control, skin integrity, and poor med compliance

## What matters most?

Pain control

# Kenneth's story: ConcertoCare initial actions and interventions



## Actions

- Enrolled with ConcertoCare in 2022

## Quick wins

- PERS
- Transportation to appointments via health plan benefits
- Handicap placard obtained

## Additional interventions

- Negotiated, in collaboration with patient, for home-based specialists and agreed on home based podiatry.
- Coordinated care with established pain specialist and PCP to start Lyrica in addition to his baclofen pump.
- Baclofen pump nurse now making home visits for refills.
- Helped find and start a private aide and HHC nurse for wound care.
- Enabled delivery of custom wheelchair to improve skin integrity.
- Transitioned patient to pill packs and prescription delivery.

# Kenneth's story: Moving forward in better health



## PCP engagement:

- Bi-directional communication w/PCP after each major intervention.
- PCP placing referrals for specialists and feels engaged in patient's care.
- ConcertoCare refilling meds to close care gap and has arranged home-based services and specialized DME.

## Outcomes to date

- One hospitalization due to medication compliance issues.
- Med compliance improved with pill packs and close case management and Rx follow up.
- No acute care utilization since then, and no ED visits for pain since enrollment.
- Pain, wounds, transportation, and medication adherence issues addressed or continue to be addressed.
- Patient adopted a dog and is feeling content with his new companion in the house.
- Utilization has gone from frequenting the ED every several weeks before engagement, to now managing and actively participating in his own care.



# Member and provider outreach

## Member outreach

- Blue Shield members receiving care through Landmark will receive one of two transition communications in December:
  1. Landmark in-home services will end 12/31/23, and member can begin receiving home-based complex care services from ConcertoCare in 2024.

**Or**

  2. Landmark in-home services will end 12/31/23, and member can have access to Blue Shield and Blue Shield Promise programs with personalized support and 24/7 access to nurses and doctors including care management, NurseHelp 24/7 or Nurse Advice Line, and Teladoc.
- Members who are eligible to receive in-home services from ConcertoCare will start receiving mail and phone outreach from the program in January.





# Member messaging

## Eligible for ConcertoCare

- As of 1/1/2024, we are transitioning home-based care services from Landmark to ConcertoCare.
- The ConcertoCare team will replace your Landmark care team.
- ConcertoCare does not replace your primary care doctor or specialists.
- To schedule your initial appointment, call ConcertoCare today – contact information provided.
- If you choose to wait, ConcertoCare will contact you to you to schedule your initial appointment after 1/1/2024.

## Not eligible for ConcertoCare\*

- As of 1/1/2024, we are discontinuing at-home care services from Landmark.
- Alternate programs are available – contact information provided – to provide you support and care including:
  - Care management
  - NurseHelp 24/7
  - Nurse Advice Line
  - Teladoc
- Questions or assistance? Please contact the Customer Services number on the back of your Blue Shield or Blue Shield Promise member ID.

\* Care Management may determine that a member is eligible for DispatchHealth® and/or the Blue Shield Palliative Care Program. See [appendix](#) for descriptions of these and other programs.

## Provider outreach

- IPA/Medical Groups and PCPs notified of this transition on 10/31/23 with a written provider communication and a link to attend this webinar.
- On or around 12/6/23, providers with members receiving services from Landmark will receive a list of those members.
  - Please encourage these patients to follow the process outlined in their member letter to access services from ConcertoCare or Blue Shield, depending on eligibility.



# How ConcertoCare works with Blue Shield network providers

## Network Communication

- ▶ Concerto will share the names of eligible patients with IPAs/MGs by request or as needed.
- ↻ ConcertoCare clinical leadership are committed to developing clinician-clinician relationships with network providers to improve collaboration and familiarity with the program.



## Initial Patient Engagement



As patients opt in, ConcertoCare will contact the patient's PCP to inform them in general, and to request medical records for pre-visit preparation:

- Upfront communication sets the stage for a collaborative relationship.
- ConcertoCare communicates with providers in whatever way is most seamless for their practice.



## Inter-visit Communication



Following every ConcertoCare visit, all documentation and treatment plans are shared with the patient's PCP.



ConcertoCare will ask for feedback and alignment on the Clinical Care Plan and look to coordinate identified patient needs such as those related to orders, referrals, or prescriptions

### What you can do:

- Champion the program, connecting eligible patients to our clinicians when you see warning signs or functional declines.
- Review the names of eligible patients we provide and support those patients' enrollment in ConcertoCare.
- Provide real-time feedback to our Medical Directors so that *together*, we can optimize care.

# Path forward

## ConcertoCare will:

- Schedule meetings with groups/practices, starting with those who have the highest number of attributed patients.
- Collect information about your practice:
  - What is your preferred method of communication (e.g., phone, text, fax, email)?
  - What is your EMR? Do you have integrations with other groups?
  - Do you have a preferred primary point of contact that we should utilize?
  - What is your preferred cadence (if any) for scheduled clinical collaboration meetings?
- Welcome calls from all providers with members eligible for the program – please feel free to reach out to us at any time.
- Contacts:

Resource	Phone	Other
ConcertoCare	<b>888-305-9433</b>	<a href="mailto:BSC@concertocare.com">BSC@concertocare.com</a>
Blue Shield Provider Services	<b>800-541-6652</b>	<a href="#">Log in to Provider Connection to start a chat</a>
Blue Shield Promise Provider Services	<b>800-468-9935</b>	

- IPA/Medical Groups can also contact their Blue Shield Provider Relations Representative.





# Appendix

# Blue Shield patient care programs

## Telephonic support

- On-demand services provided outside in-person support.
- Includes *Care Management*, *Teledoc*, and *NurseHelp 24/7*.
- [Care Management](#): **877-455-6777** (TTY: 711) 8 a.m. to 5 p.m., Monday through Friday.
- Teledoc: **800-835-2362**
- NurseHelp: **877-304-0504** (TTY: 711)

## DispatchHealth®

- In-home care provided so that people with serious health concerns can avoid an ER visit.
- Includes post-acute visits for patients transitioning from hospital to home, starting within 24-72 hours post-discharge for up to seven days.

## Blue Shield Promise Complex Case Management Program

- Case managers work with high-risk members and their physicians to coordinate care and services.
- Goals are to help members regain optimum health or improved functional capability, educate members regarding their chronic condition, and reinforce the PCP-prescribed treatment plan.
- [How to refer](#).

## Blue Shield Home-based Palliative Care Program

- Specialized medical care focused on providing relief from pain and other symptoms of a serious illness such as cancer, heart disease, etc.
- Services are based on the needs of the patient, not on the patient's prognosis and can be provided along with curative treatment.
- How to refer: Download the [Eligibility Screening Tool](#) complete the form and email to [BSCPalliativeCare@blueshieldca.com](mailto:BSCPalliativeCare@blueshieldca.com).

## ConcertoCare

- A high touch program that offering medical care to members with multiple chronic conditions where they reside.
- Includes in-person or virtual care visits. And functions as a wrap-around service in addition to the member's primary care.
- How to refer: **Call 888-305-9433** or email [BSC@concertocare.com](mailto:BSC@concertocare.com)