

## Los Angeles Member Advisory Committee Meeting Minutes

December 05, 2023, 01:30PM

### Council Members

Council Members	Committee Members Absent	Blues Shield Promise Health Plan
<ul style="list-style-type: none"><li>• Member A, BSC Promise Member</li><li>• Member B, BSC Promise Member</li><li>• Member C, BSC Promise Member</li><li>• Member D, BSC Promise Member</li><li>• Member E, BSC Promise Member</li><li>• Member F, BSC Promise Member</li><li>• Member G, BSC Promise Member</li><li>• Member H, BSC Promise Member</li><li>• Connor Hannigan- Neighborhood Legal Services/Ombudsman</li><li>• Halina Fardin, Worksite Wellness LA</li><li>• Margie Harper, National Alliance Mental illness</li><li>• Richard Ayoub, Project Angel Food</li></ul>	<ul style="list-style-type: none"><li>• Anwar Zoueihid, Partners in Care Foundation</li><li>• Kristine Choulakian- Personal Assistance Council</li><li>• Lisa Cahill- Pathways LA</li></ul>	<ul style="list-style-type: none"><li>• Araceli Garcia- Program Manager, Senior Promise-Community Provider Engagement</li><li>• Jennifer Schirmer, Vice President, Medi-Cal Growth</li><li>• Sandra Rose, Sr. Director, Strategic Planning and Performance</li><li>• Nairi Varteressian, Sr. Manager Product and Strategy</li></ul>

Agenda Item	Presenter	Action Items
<p><b>Welcome and Introductions</b> Sandra Rose, called the meeting to order at 1:30 PM and reviewed the agenda items with the committee members.</p>	Sandra Rose	
<p><b>Blue Shield Promise Health Plan Updates</b></p> <ul style="list-style-type: none"> <li>• Blue Shield welcomes Dr. Jennifer Nuovo as new Chief Medical Officer, bringing in 20 plus years of medical experience. <ul style="list-style-type: none"> <li>○ Specialization as an endocrinologist</li> <li>○ Responsibilities include developing and implementing programs to support health and well-being for medical members.</li> <li>○ Endorsement of doctor Nuovo's leadership qualities based on prior experience working with her and other health plans.</li> <li>○ Collaboration with chief Health Equity officer Valerie Martinez to advance the health equity strategy in 2024 and beyond.</li> <li>○ Announcement of Dr. Nuovo's participation in future meetings starting 2024</li> </ul> </li>   <li>• West LA and Panorama City Community Resource Centers are opening Q1-2024 <ul style="list-style-type: none"> <li>○ Information on two upcoming centers in West Los Angeles and panorama city, scheduled to open in a few months.</li> <li>○ Confirmation of completed construction for both centers, pending inspections.</li> <li>○ Anticipation of finalizing the remaining two out of 14 planned community resource centers by Q3 of next year.</li> </ul> </li>   <li>• Blue Shield Promise membership is ahead of plan by 54K.</li> </ul>	Jennifer Schirmer	

<ul style="list-style-type: none"> <li>○ Recognition of the teams’ collaborative efforts with providers and community partners in achieving medical redeterminations and overall membership growth.</li> <li>○ Exceeding the plan by an impressive 54,000 medical members.</li> <li>○ Total medical membership for the year reaching approximately 523,000 members across LA County and San Diego County.</li> <li>○ Highlight of retention efforts including over 100,000 outbound calls to support members resulting in successful navigation of redetermination processes and access to needed services.</li> </ul> <p>Jennifer Schirmer expressed gratitude to the committee for their partnership feedback and individual contribution throughout the year.</p> <p>She is looking forward to continued collaboration in the upcoming year.</p>		
<p><b>Recap of Q3 – 2023 Meeting</b></p> <p>Our focus topic was Health Plan Information Videos</p> <p><b>Health Plan Information Videos Progress:</b></p> <ul style="list-style-type: none"> <li>• Discussed the ongoing development of health plan information videos based on feedback we received.</li> <li>• Acknowledged the suggestions from the previous meeting to use short videos.</li> <li>• Presented topics for videos in the last meeting: member ID cards and information about primary care providers.</li> <li>• Shared feedback was gathered, and revisions were made accordingly.</li> <li>• Scripts have been submitted to the Department of Health Care Services and LA Care Approval in October.</li> </ul>	<p>Sandra Rose</p>	

<ul style="list-style-type: none"> <li>• Awaiting feedback from the state to proceed and anticipate hearing back from them shortly.</li> <li>• Inform the attendees about upcoming video scripts based on their feedback from the last meeting.</li> <li>• Identified upcoming topics: explaining benefits, carved out benefits services managed by entities outside of Blue Shield Promise, and support/resources for members, well-being.</li> <li>• insured ongoing work on these scripts and expressed the intention to seek feedback from the committee once the scripts and the videos are ready.</li> </ul> <p><b>Future Engagement and Feedback:</b></p> <ul style="list-style-type: none"> <li>• Emphasized the commitment to involving the committee in the video production process.</li> <li>• Mentioned the plan to bring back completed videos and scripts for committee review and feedback.</li> </ul>		
<p><b>New Value-Added service GEDWorks</b></p> <p>What's a Value-Added Service?</p> <ul style="list-style-type: none"> <li>• Value Added Services are additional services outside of the Medi-Cal benefit package.</li> </ul> <p>Why Provide a Value-Added Service?</p> <ul style="list-style-type: none"> <li>• Value-Added Service are offered to help improve members' quality of life, health outcomes and address social determinants of health.</li> </ul> <p><b>Examples of Value-Added Services we currently offer:</b></p> <ul style="list-style-type: none"> <li>• Teladoc (Virtual Care Doctor)</li> <li>• Wellvolution (Wellness App)</li> <li>• Landmark (Home Visits for Care)</li> </ul>	<p>Nairi Varteressian</p>	

<ul style="list-style-type: none"> <li>Community Resource Centers</li> </ul> <p><b>What is GEDWorks?</b></p> <ul style="list-style-type: none"> <li>GEDWorks is a start-to-finish program that includes all the necessary tools to help students pass the GED test (the high school equivalency exam).</li> <li>The GED® test covers 4 subjects: Math, Science, Social Studies, and Reasoning Through Language Arts. Students can take all 4 together or one at a time.</li> </ul> <p><b><u>Included Tools:</u></b></p> <ul style="list-style-type: none"> <li>Access to custom study plans</li> <li>Free online tutoring 24/7</li> <li>Online testing 24/7</li> <li>Practice tests</li> <li>Personal bilingual advisor</li> <li>Access to Facebook support groups</li> </ul> <p><b>Who will be eligible?</b> Current Blue Shield Promise members who are:</p> <ul style="list-style-type: none"> <li>At least 18 years old</li> <li>Do not have a high school diploma or equivalent.</li> <li>Are not currently enrolled in high school.</li> </ul> <p><b>Why offer this program?</b></p> <p>Education, a social determinant of health, has a direct impact on health and leads to longer, higher quality lives. "Education is one of the strongest predictors of health: the more schooling people have the better their health is likely to be."</p> <p><b>GEDWorks Member Journey</b></p>		
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<ol style="list-style-type: none"> <li>1. Click "Get Started" at <a href="https://blueshieldca.com/promise/Medi-Cal/GEDWorks">blueshieldca.com/promise/Medi-Cal/GEDWorks</a>. Registration only takes a few minutes.</li> <li>2. Allow 2-3 business days for your application to be reviewed and approved.</li> <li>3. Congrats, you're a GED student. Login to your GED.com dashboard for your next steps.</li> <li>4. Take courses for Science, Social Studies, Language Arts and Math</li> <li>5. Take GED Tests. Each subject requires a separate test. You don't have to take them all at once.</li> </ol> <p><b>How will we promote GEDWorks?</b></p> <p>Marketing Touchpoints</p> <p><b>Members</b></p> <ul style="list-style-type: none"> <li>• Flyers at Community Resource Centers and Community Events</li> <li>• Promise Website (Benefit Section)</li> <li>• Social Media Ads</li> <li>• Spring Newsletter</li> <li>• Welcome Packet (Phase 2)</li> </ul> <p><b>Providers</b></p> <ul style="list-style-type: none"> <li>• IPA Email Distribution</li> <li>• Provider Engagement team to discuss with Primary Care Physicians</li> </ul> <p><b>Internal Departments</b></p> <ul style="list-style-type: none"> <li>• Customer Care</li> </ul>		
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<ul style="list-style-type: none"> <li>• Social Services/Care Management</li> <li>• Community Health Workers</li> <li>• Community Advocates &amp; Connectors</li> <li>• Provider Engagement</li> </ul> <p><b>Community Based Organizations</b></p> <ul style="list-style-type: none"> <li>• Working with GEDWorks to develop list</li> <li>• Job Placement Companies/Job Fairs</li> </ul> <p><b>Press Release</b></p> <ul style="list-style-type: none"> <li>• Internal Communications</li> <li>• Press Release</li> <li>• LinkedIn</li> <li>• Spanish News Center</li> <li>• Conferences</li> <li>• Elected Officials</li> </ul> <p><b>Discussion:</b></p> <ul style="list-style-type: none"> <li>• What do you think about GEDWorks and what suggestions do you have for us to promote this new value-added service?</li> <li>• Which of these extra services do you find most interesting or helpful, and how would you rank them in order of preference?             <ul style="list-style-type: none"> <li><input type="checkbox"/> Free gym membership voucher</li> <li><input type="checkbox"/> Over the counter benefit for pain relief, first aid, cold and allergy medicine, dental care items, diapers, menstrual supplies, and more</li> <li><input type="checkbox"/> Amazon prime membership at discounted rate</li> <li><input type="checkbox"/> 24 hours of free academic tutoring for students</li> <li><input type="checkbox"/> Job Training Programs and Resume Prep</li> </ul> </li> </ul>		
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<p><input type="checkbox"/> Care Package for new moms (Choice of a car seat or crib and diapers, breast feeding kit, or a safe sleep kit)</p> <ul style="list-style-type: none"> <li>• What other educational programs or services do you think would be valuable for us to explore as potential Value-Added Services?</li> </ul> <p>Member A expressed a concern about the scope of legal services available and raised the question of the possibility of expanding the range. She highlighted instances when legal issues arise, and individuals may lack knowledge of how to handle them legally.</p> <ul style="list-style-type: none"> <li>• She believes that expanding legal services would provide Peace of Mind for many members.</li> <li>• She mentioned having discussions with other members who shared similar concerns and considerations.</li> </ul> <p>Member B praised Blue Shield Promise’s programs, acknowledging its excellence and the organization’s commitment. She highlighted the program’s vital role in enhancing individuals’ lives, functioning through education. She inquired about age of eligibility, specifically whether there is an age cut off, emphasizing the importance of flexibility, especially for those over 65 seeking educational opportunities. She appreciated the confirmation that there is no age limit and expressed gratitude for the program’s inclusive approach.</p> <p>Member D suggested increasing promotion on social media platforms, especially recommending the creation of a Facebook page for Blue Shield Promise. The aim is to share more information about Blue Shield Promise and its programs, fostering better communication and outreach.</p> <p>Margie Harper suggested exploring opportunities to reach a younger audience, especially those attending events like Taylor Swift concerts. She emphasized the potential for a significant outreach given the large attendance at such events. While acknowledging the challenge of including this information in the package,</p>		
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<p>Margie encouraged considering innovative ways to connect with a broader audience, particularly young people.</p> <p>Member H raised a question about the identification process for students not enrolled in high school. She prompted consideration for a program geared towards assisting high school students in applying to college.</p> <p>Member F expressed gratitude for the program addressing the opportunity for members to graduate and obtain a diploma.</p> <p>Member C raised a question regarding the mention of a “personal bilingual advisor”. Inquired about the specific of this role, seeking clarification on whether the advisor is capable of teaching subjects like math, science, and social studies in Spanish or if the role primarily involves providing advice on various matters, such as career choices.</p> <p>Kimberly clarified that the program is available in both English and Spanish. The role of the bilingual advisor is to assist learners with specifics of the program. While the materials are provided in both languages, the program encourages self-directed learning. Additionally, there is additional tutoring support available.</p> <ul style="list-style-type: none"> <li>Highlighted the test pass guarantee, ensuring that if a learner is not successful in passing the GED test on the first attempt, they will have the opportunity to retake it at no additional cost.</li> </ul> <p>Member B inquired about Blue Shield Promise’s engagement with individuals in the General Relief (GR) program, specifically young people aged 18 or older who do not have children. The question aimed to understand if BSPHP extends its services to individuals enrolled in the GR program and if so, whether the information provided to them is the same as for regular Medi-Cal clients.</p>		<p><b>Action Item:</b> Nairi to explore adding college application assistance program.</p> <p><b>Action Item:</b> Nairi to explore outreach opportunities to General Relief (GR) program members.</p>
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<p>Member A raised a crucial point regarding confidentiality in the educational program. Drawing from her experience as a tutor, she highlighted the potential embarrassment and shame individuals with limited education might feel. She stressed the importance of ensuring assuring participants that everything discussed and learned in the course would remain confidential.</p> <p>Member B clarified her priorities regarding program preferences. While expressing her appreciation for the Amazon prime membership, she emphasized that, in a more serious context, her top choices is the over-the-counter benefits for pain relief and first aid. She explained that her decision was based on the additional supplies provided addressing various needs such as childcare items and personal hygiene products.</p> <ul style="list-style-type: none"> <li>• She further explained her second choice, highlighting the importance of job training programs and resume preparation.</li> </ul> <p>Member F expressed gratitude for the services provided for the GED program. As an individual with limited education, the member expressed a strong desire to participate in the program.</p> <p>Member C expressed appreciation for all program services, believing that everyone could benefit from at least one. She raised a quick question regarding the free gym membership voucher, seeking clarification on whether the offered local gyms are easily accessible, such as LA Fitness or 24-hour fitness, as opposed to those located miles away.</p> <p>Nairi mentioned that they are actively working to include more local gyms in the program. They have been exploring partnerships with organizations like the Boys and Girls Club and the YMCA, indicating an effort to provide members with options that are easily accessible within the local community.</p> <p>Member C expressed enthusiasm about the program, finding it very comprehensive and beneficial. As someone about to become a grandmother</p>		<p><b>Action Item:</b> Nairi to add a note on confidentiality to all marketing materials and talking points for outreach managers.</p>
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<p>with a nearly 20-year-old daughter, she highlighted the relevance of the program for new mothers. The member appreciated the support of the program offers.</p> <p>Member A highlighted the significance of participation when it comes to filling out applications and applying for jobs, emphasizing that it is a delicate situation. She acknowledged the challenges faced by individuals during the job application process.</p> <p>Member B expressed the importance of going beyond just passing the GED test. She emphasized the need for services that assist individuals in acclimating to job interviews and filling out job applications. The member highlighted the value of job training programs and resume preparation, emphasizing that it is not solely about the resume but also about preparing for the interaction and making a positive first impression.</p> <ul style="list-style-type: none"> <li>• She suggested the creation of services that help individuals market themselves effectively, not just for those obtaining their GED but also for those with existing education who may have been out of the workforce for an extended period.</li> </ul> <p>Margie brought up another important aspect of job preparation, how to dress for an interview.</p> <p>Nairi expressed gratitude for the committee for their valuable feedback.</p>		<p><b>Action Item:</b> Nairi to explore adding a topic on interview prep and how to dress for an interview.</p>
<p><b>Ombudsman: What is trending?</b></p> <p>Coordinated Care Initiative (CCI) Ombudsman Report: Q4 2023 Total cases opened for clients in LA County with Medi-Cal &amp; Medicare across <u>all health plans</u>:</p> <ul style="list-style-type: none"> <li>• <b>September:</b> 60 cases, <b>October:</b> 59 cases, <b>November:</b> 56 cases</li> </ul>	<p>Connor Hannigan</p>	

<p><b>Trending Issues:</b> Medical Exemption Request (MER) Denials, Durable Medical Equipment Access, Negative Actions including Share of Cost Medi-Cal, In Home Supportive Services Terminations, Non-Emergency Medical Transportation Delays, Medication Access Problems</p> <p><b>Medi-Cal’s 30 Month Look Back Period</b></p> <ul style="list-style-type: none"> <li>• Prior to 2024, transfers/gifts of assets for “less than fair market value” to make someone eligible for Medi-Cal are improper. <ul style="list-style-type: none"> <li>• July 2022 to Dec 2023: the limit is \$130K (single) \$195K (couple)</li> <li>• Before July 2022: the limit was \$2K (single) \$3K (couple)</li> </ul> </li> <li>• When a person on Medi-Cal <b>enters a Skilled Nursing Facility</b>, Medi-Cal will review the prior 30 months of assets and transfers. <ul style="list-style-type: none"> <li>• If Medi-Cal finds that the person violated the transfer rules during that period, they will apply a “penalty” to the beneficiary, resulting in a period of Medi-Cal ineligibility.</li> </ul> </li> </ul> <p><b>Medi-Cal’s 30-Month Look Back Period</b></p> <p><b>On January 1, 2024, Medi-Cal’s asset limit will be eliminated.</b></p> <ul style="list-style-type: none"> <li>• The 30-Month Look Back rule will not apply to months <u>after 1/1/2024</u> because assets will no longer be considered.</li> <li>• The 30-month period will still apply to months <u>before 1/1/2024</u>. <ul style="list-style-type: none"> <li>• However, the preceding 30 months will slowly shrink with each month that passes going forward.</li> </ul> </li> </ul> <p><b>Takeaway:</b> In December 2023, Medi-Cal applicants should not transfer or gift assets for less than fair market value to become eligible. Next year in 2024, new applicants to Medi-Cal will not need to worry about their assets when applying.</p>		
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<p><b>2024 Community Advisory Committee Updates</b></p> <p><b>Term limits</b></p> <ul style="list-style-type: none"> <li>• The new term limit is two years.</li> <li>• The new term for current committee members starts January 1, 2024.</li> </ul> <p><b>Recruitment</b></p> <ul style="list-style-type: none"> <li>• Blue Shield Promise must convene a selection committee to recruit additional committee members, including adolescents and/or parents/caregivers of children.</li> <li>• Member recruitment flyer and application were submitted for approval.</li> </ul> <p><b>Quarterly Meetings</b></p> <ul style="list-style-type: none"> <li>• Blue Shield Promise must make the regularly scheduled meetings open to the public, posting meeting information on the website 30 calendar days prior to the meeting and posting meeting minutes on the website no later than 45 calendar days after each meeting.</li> </ul>	<p>Sandra Rose</p>	
<p><b>Save the Date February Banquet</b></p> <p>Date: February 2024 Time: 11:30 AM – 1:00 PM Location: To Be Determined</p>	<p>Sandra Rose</p>	

<p><b><u>Closing Remarks</u></b></p> <p>Sandra Rose expressed sincere gratitude on behalf of Blue Shield Promise to the committee and members and adjourn the meeting at 3:00pm</p>	<p>Sandra Rose</p>	
<p><b><u>Appendix</u></b></p> <p>Within our meeting presentation appendix, we shared the following reports for our committee members to review.</p> <ul style="list-style-type: none"> <li>• <b>GEDWorks</b> <ul style="list-style-type: none"> <li>○ Member Flyer and Account Sign Up</li> <li>○ Create an Account</li> <li>○ Blue Shield Promise Verifies Eligibility</li> <li>○ Blue Shield Promise Monitors Program Indicators</li> </ul> </li> <li>• <b>Standing Reports</b> <ul style="list-style-type: none"> <li>○ Membership &amp; Interpreter Services</li> <li>○ Grievances Q3 2023</li> <li>○ Appeals Q3 2023</li> </ul> </li> <li>• <b>Key Contacts</b> <ul style="list-style-type: none"> <li>○ Los Angeles Community Resource Centers</li> <li>○ Blue Shield Promise Contacts information</li> </ul> </li> </ul>	<p>Araceli Garcia</p>	