

MEETING OF BLUE SHIELD OF CALIFORNIA PROMISE HEALTH PLAN
SAN DIEGO COMMUNITY ADVISORY COMMITTEE (CAC)

Date:	Thursday, March 14, 2024
Time:	1:30 – 3:00 p.m.
Location:	Hybrid (Virtual and in-person: 3131 Camino Del Rio, North Suite 1300, San Diego, CA 92108)
Attendance:	<p>Committee Members present:</p> <ol style="list-style-type: none"> 1. Member A, Blue Shield of California Promise Health Plan 2. Member B, Blue Shield of California Promise Health Plan 3. Member D, Blue Shield of California Promise Health Plan 4. Jack Dailey, Consumer Center for Health Education and Advocacy, Legal Aid Society of San Diego, Inc. 5. Rick Ochocki, National Alliance Mental Illness 6. Aidee Roman, SD 211 7. Leticia Zuno, Access to Independence <p>Committee Members absent:</p> <ol style="list-style-type: none"> 1. Member C, Blue Shield of California Promise Health Plan <p>Blue Shield of California Promise Health Plan Representatives present:</p> <ol style="list-style-type: none"> 1. Araceli Garcia, Senior Program Manager 2. Rosa Hernandez, Manager, Lifestyle Medicine, Health Education 3. Dre Kentopian, Brand Strategist 4. Jennifer Nuovo, M.D., Chief Medical Officer 5. Sandra Rose, Senior Director, Community and Provider Engagement 6. Jennifer Schirmer, Vice President, Medi-Cal Growth 7. Nairi Varteressian, Sr. Manager, Product and Strategy <p>Members of the Public</p> <ol style="list-style-type: none"> 1. Susan LaPadula, CMBA, CEO and Executive Director, ICMRS Where Quality Is Assured
Agenda	<ol style="list-style-type: none"> I. 2024 Community Advisory Committee Overview II. Blue Shield Promise Health Plan Updates III. Re-cap of Q4-2023 Meeting IV. Marketing Plan and Feedback on Newsletter Topics V. Ombudsman Update VI. Discussion VII. Closing Remarks

Introductions and Welcome

- Araceli Garcia began the meeting with roll call and went over meeting logistics.
- Sandra Rose welcomed the committee and reviewed the agenda.
- Dr. Jennifer Nuovo, the new Medi-Cal Chief Medical Officer, introduced herself, spoke briefly about her responsibilities, emphasized the importance of community engagement, and thanked committee members for their dedication.

I. 2024 Community Advisory Committee Overview

- Sandra Rose gave an overview of the Community Advisory Committee, background, and purpose.
 - The committee's name changed from Member Advisory Committee to Community Advisory Committee (CAC) to be consistent with the Department of Health Care Services (DHCS) contract.
 - Effective January 1, 2024, there will be two-year term limits for committee members with flexibility for early departure if needed.
 - Once DHCS approves the CAC flyer and interest form, Blue Shield Promise will begin recruitment of additional committee members with an emphasis on representatives from Indian Health Services, safety-net providers, and adolescents or parents/caregivers of adolescents.
 - Meetings are open to the public, with 30-day advance posting of information and meeting minutes available online.
 - Member D stressed the importance of including diverse perspectives, particularly from teenagers, in committee discussions.

II. Blue Shield Promise Health Plan Update

- Jennifer Schirmer provided an update on membership, quality, and GEDWorks, a new value-added benefit.
 - Membership:
 - As of March 1, 2024, Blue Shield Promise's overall membership reached a record high of more than 585,200 members.
 - The growth is attributed to the adult expansion population and new members from the two plans that exited San Diego County.
 - Quality:
 - Blue Shield Promise has been making significant improvements in quality performance, resulting in an increase in auto-assignment rates. When individuals enrolled in Medi-Cal do not choose a health

plan, they get auto-assigned to a health plan so improving quality can also help with membership growth.

- GEDWorks:
 - GEDWorks, a new value-added benefit for Blue Shield Promise members, launched January 2024.
 - There are already members enrolled in the program.
 - As mentioned in the Q4-2023 meeting, members get study materials, an advisor, and support to pass the GED test (members can continue taking the test until they pass).
 - Blue Shield Promise has gotten several media inquiries from the press release that was sent out.
 - Program information is on the Blue Shield Promise website.
 - Blue Shield Promise is reaching out to the organizations the CAC recommended, sending notices to all members in the annual mailer, and distributing the program flyer in the community.

III. Recap of Q4-2023 Community Advisory Committee Meeting

- Sandra Rose reviewed the topics and action items from the Q4-2023 meeting.
 - The CAC discussed value-added services which are approved “extra” benefits members can receive beyond the regular Medi-Cal benefits.
 - Blue Shield Promise shared information about GEDWorks and the CAC made recommendations on how to promote the program.
 - The CAC suggested exploring the following as possible value-added services for the future:
 - Free gym membership
 - Over the counter medications
 - Job training and resume prep to complement GEDWorks
- After Sandra Rose’s meeting re-cap, Member D added that Blue Shield Promise should consider helping with college applications, including support for financial aid applications. Sandra Rose said she would add that to the list of value-added services that the Product Team is looking into.

IV. Discussion: Marketing Plan and Member Newsletter Topics

- Sandra Rose and Dre Kentopian led a discussion about the marketing plan and solicited feedback about specific design elements for marketing collateral and assets.
 - Medi-Cal managed care plans must submit a marketing plan to DHCS every year and comply with marketing guidelines.

- Blue Shield Promise brand marketing consists of grassroots outreach and traditional advertising (i.e. radio, television, billboards, social media, etc.)
- The CAC shared their preferences for platforms like Facebook, YouTube, Instagram, and TikTok.
 - The CAC recommended enhancing Blue Shield's presence on YouTube and TikTok to broaden the audience reach.
- The CAC gave feedback on collateral design elements and stressed the importance of using imagery that reflects the diversity of Medi-Cal beneficiaries. Specifically, the CAC preferred:
 - Text within images
 - Lifestyle images versus silo images
 - Short videos versus GIFs
 - Use of blue versus white
- Sandra Rose and Rosa Hernandez solicited feedback from the CAC about topics for the member newsletter.
 - Member D suggested combining healthy cooking and nutrition topics for clarity.
 - Preventive health screenings are highlighted as crucial, especially as not everyone knows what screenings to undergo and when.
 - Chronic conditions like diabetes and hypertension are top priorities for newsletter coverage.
 - Mental health concerns, including anxiety, depression, and stress management, are deemed essential for member well-being.
 - Emphasis on weight management and strategies for maintaining a healthy lifestyle.
 - Jack Daily suggested inclusive content, including information on accessing legal support and services.
 - Communication with healthcare providers, including care coordinators and managers, is essential.

V. Ombudsman Presentation

- Jack Daily, from the Consumer Center for Health Education and Advocacy, presented and led a discussion about enhanced care management, Medi-Cal renewals, and member rights. The Consumer Center for Health Education and Advocacy at the Legal Aid Society of San Diego assists individuals with health care access and coverage.
 - Jack went over requirements for ECM and shared that the justice involved population are now eligible for ECM services.
 - Jack explained the Medi-Cal renewal process and clarified that individuals receiving Medi-Cal through the Social Security Administration do not go through the county renewal process.

- Jack asked if members understood their rights and if there are language or cultural barriers affecting their understanding of their health care rights and options. The committee agreed to discuss member rights and responsibilities in more depth at the next meeting.

VI. Closing and Adjournment

- Sandra Rose concluded the meeting by thanking the committee for their time and feedback and reminding the group to review the appendix materials.
 - Appendix A: Standing Reports
 - Membership & Interpreter Services
 - Grievances Q4-2023
 - Appeals Q4-2023
 - Appendix B: Blue Shield Promise Contacts