

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

Date:	Thursday, June 6, 2024
Time:	1:30 p.m. – 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 C, Blue Shield of California Promise Health Plan 4. Member D, Blue Shield of California Promise Health Plan 5. Jack Dailey, Consumer Center for Health Education and Advocacy, Legal Aid Society of San Diego, Inc. 6. Joanna Oboza, Sand Diego 211 7. Rick Ochocki, National Alliance Mental Illness <p>Committee Members absent:</p> <ol style="list-style-type: none"> 8. Leticia Zuno, Access to Independence <p>Blue Shield of California Promise Health Plan Representatives present:</p> <ol style="list-style-type: none"> 1. Araceli Garcia, Program Manager, Senior 2. Christine Nguyen, Director, Clinical Quality 3. Jennifer Nuovo, M.D., Chief Medical Officer 4. Nairi Varteressian, Sr. Manager, Product Strategy 5. Nwamaka Obidegwu, Program Manager, Principal 6. Sandra Rose, Senior Director, Community Programs <p>Members of the Public:</p> <ul style="list-style-type: none"> • No members of the public in attendance
Agenda:	<ol style="list-style-type: none"> I. Blue Shield Promise Health Plan Updates II. Re-cap of Q1-2024 Meeting III. Medi-Cal Informational Videos IV. Member Incentives 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.

I. Blue Shield Promise Health Plan Update

- **Update #1: Street Medicine Pilot**
 - Sandra Rose provided an overview of the San Diego Street Medicine Pilot.
 - Blue Shield Promise, in partnership with other Medi-Cal managed care plans in San Diego, Father Joe's Villages, food vendor Refined Management, local elected leaders, and community-based organizations completed a six-month street medicine pilot.
 - The aim was to better understand and serve individuals who are unhoused or housing insecure.
 - More than 660 unique individuals who used multiple services over six months were reached.
 - Sample results compared to the prior year include:
 - 906 medical encounters, prescription refills, PCP/specialist referrals made - 134% increase
 - 742 harm reduction supplies and education provided - 275% increase
 - 561 referrals to substance use disorder services made - 274% increase
 - 210 referrals to psychiatry were made – 1,009% increase
 - 31,025 culturally appropriate, organic meals were distributed (425 meals per day)
 - 33,122 hygiene products (e.g. underwear, socks, T-shirts, dental kits, etc.) were distributed
 - 31,025 portable refreshments (e.g. bottled waters, granola bars, juices, apple sauce) we distributed
 - Member D shared challenges in East County, lack of sufficient services and support for the homeless.
 - Jack Dailey mentioned the East County Homeless Task Force and shared resources <https://ecassist.org/>.
 - Rick Ochocki shared NAMI San Diego is now operating the East Corner Clubhouse on Estes Street in El Cajon, open Monday through Friday.

- **Action Item:** Aracelli Garcia will coordinate with Member D to get the contact information for a local church group in East County that provides services to unhoused populations.
- **Update #2: San Diego Leading the Way Awards Dinner**
 - Sandra Rose announced that Blue Shield Promise will host the 2nd Annual San Diego Leading the Way Awards Dinner on Thursday, November 21, 2024, at The Prado at Balboa Park. Invitations will be sent in the fall.

II. Recap of Q1-2024 Community Advisory Committee Meeting

- Sandra Rose reviewed the topics and action items from the Q1-2024 meeting.
 - The CAC discussed the Blue Shield Promise marketing plan and provided feedback about specific design elements for marketing and collateral materials.
 - Based on the CAC feedback, Blue Shield Promise created and launched new out-of-home assets including bus wraps, billboards, and transit shelter signs.
 - Q1-2024 multi-media results exceeded planned goal by gaining over 100M impressions (the number of opportunities people have to view the campaign)
 - Member D recommended YouTube as a platform for outreach and noted she hasn't seen Blue Shield Promise ads there.
 - Member C noted having seen ads at transition shelters and other locations in San Diego.

III. Discussion: Medi-Cal Informational Videos

- Nairi Varteressian provided background about the Medi-Cal informational videos, led a discussion to get feedback on two draft videos, and shared three draft video scripts for the CAC's review.
 - Background:
 - In 2023, the CAC recommended Blue Shield Promise create short videos to put on the Blue Shield Promise website.
 - The purpose of the videos is to help members:
 - Navigate the health plan
 - Understand benefits and services
 - Address common concerns and questions
 - 14 video topics were identified, grouped into three categories:
 - Getting started with your health plan
 - Covering benefits and services
 - General health tips

- Discussion:
 - The CAC watched two short videos
 - Medical ID Cards and When to Use Them
 - Primary Care Physician and Medical Group
- Member D found the ID card video simple and effective, and noted the importance of translating videos into multiple languages and using culturally relevant visuals.
- Jack Dailey emphasized the need to include information about out-of-network pre-authorization requests.
- Jack Dailey suggested mentioning timelines for appointment scheduling to set realistic expectations for members.
- Member C recommended shorter, 30-60 second videos for social media platforms to increase engagement.
- Member D shared the Primary Care Physician and Medical Group video length and narrator's monotone voice made it less engaging.

IV. Discussion: 2024 Member Incentive Program: My Wellness Rewards

- Christine Nguyen gave an overview of the Blue Shield Promise member incentive program and asked the CAC about their experiences and thoughts about incentives.
 - The goal of the program is to improve the quality of care of members by incentivizing them to complete select preventive health care activities.
 - The program is administered by Blue Shield Promise and HealthMine, an incentive vendor.
 - Incentives are gift cards that range from \$10 to \$50 per completed health activity, with the program running from April to the end of the year.
 - Incentives are available for:
 - Well Child Visits Part I (age birth to 15 months)
 - Well Child Visits Part II (age 15 months to 30 months)
 - Annual Well Child Visit (ages 3-17)
 - Annual Well Child Visit (ages 18-21)
 - Adolescent Immunizations
 - HPV Shots (ages 10-12)
 - Flu Shots (ages 6 months-2)
 - Lead Testing
 - Cervical Cancer Screening
 - Breast Cancer Screening
 - Diabetes Blood Test (A1C) – offered in Q4 only
 - Blue Shield Promised informed members about the incentive program by mail and conducted telephonic outreach.
 - Members can create an online account to view available activities and attest to completed services. A call center option is also available.
 - Gift cards can be redeemed from various retailers including AMC, Home Depot, Kohl's, Starbucks, Uber, Walmart, Kroger, Albertsons, and Shell gas stations.

- Member D suggested adding gift card options for Dollar Tree, auto parts stores, and more competitively priced gas stations.
- Member A suggested adding Target, restaurants, and Costco as options.
- Member C noted that \$25 to \$50 is a reasonable amount for rewards.
- Christine Nguyen thanked the CAC for their feedback and will take their suggestions for program improvement.

V. Ombudsman Presentation

- Jack Dailey, from Legal Aid Society of San Diego, presented and led a discussion about:
 - Highlights from the governor’s budget and its impact on health care funding
 - Medi-Cal redetermination and the backlog in processing renewals
 - Efforts to address health disparities, particularly among LGBTQ+ communities and black birthing individuals
 - Member A preferences when it comes to receiving information (i.e. mail, community events, email or text messages)
 - Member D preferred receiving information through mail and community events. Member C suggested setting up information tables at local events like car shows and libraries in East County.
 - Member C recommended sending information via email and text messages for easier access.

VI. Open Discussion

- Araceli Garcia discussed the Community Advisory Committee recruitment process.
 - The CAC reviewed the final flyer and interest form for recruiting new CAC members.
 - The CAC was encouraged to spread the word and help recruit members, providers, and community-based organizations (CBOs) to join the CAC.

VII. Closing and Adjournment

- Sandra Rose concluded the meeting by thanking the committee and reminding the group to review the appendix materials.
 - Appendix A: Standing Reports
 - Membership & Interpreter Services
 - Grievances Q1-2024
 - Appeals Q1-2024
 - Appendix B: Blue Shield Promise Contacts