

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

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| Date: | Friday, December 13, 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 C, Blue Shield of California Promise Health Plan 3. Member D, Blue Shield of California Promise Health Plan 4. Member E, Blue Shield of California Promise Health Plan 5. Aidee Roman, SD 211 6. Jack Dailey, Consumer Center for Health Education and Advocacy, Legal Aid Society of San Diego, Inc. 7. Leticia Zuno, Access to Independence <p>Committee Members absent:</p> <ol style="list-style-type: none"> 1. Member B, Blue Shield of California Promise Health Plan 2. Rick Ochocki, National Alliance Mental Illness <p>Blue Shield of California Promise Health Plan Representatives present:</p> <ol style="list-style-type: none"> 1. Amie Eng, Program Manager 2. Araceli Garcia, Program Manager, Consultant 3. Keisha Dreher, Sr. Manager, Program Management 4. Sandra Rose, Senior Director, Community Programs <p>Members of the Public</p> <ol style="list-style-type: none"> 1. 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 Q3-2024 Meeting III. DispatchHealth Overview IV. Medi-Cal Quality Improvement Preventive Screenings 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

- Sandra Rose provided an update on our partnership with Thrive Global, GEDWorks Program, and our 2nd Annual Leading the Way Awards Program.
 - Thrive Global
 - Partnership with Thrive Global, founded by Arianna Huffington, has resulted in a cookbook featuring budget-friendly recipes.
 - The cookbook is now available for digital download via a microsite.
 - Hard copies will be mailed to members in the coming weeks.
 - Spanish version is set to be released by the end of the month, with nine additional languages (Arabic, Armenian, Chinese, Khmer, Russian, Korean, Tagalog, and Vietnamese) available for download in the coming months.
 - GEDWorks Program
 - Helps members earn their GED with resources such as tutoring, study materials, practice tests, and advisors.
 - Includes an online support group for participants.
 - 2024 Progress:
 - All 150 available seats were filled.
 - Over 50% of participants are actively studying.
 - Eight members have already earned their GED, with five residing in San Diego.
 - The program will continue with the addition of Community Health Advocates to provide health and social support to participants.
 - Blue Shield Promise is the first and only Medi-Cal managed care plan in California to offer this benefit.
 - Leading the Way Awards Program
 - The event was held at the Prado at Balboa Park.
 - Recognized key providers and community partners for contributions to community health.
 - Awards given: 61 awards across seven categories to 52 recipients.
 - Members who missed the event are encouraged to attend next year's awards program.

II. Recap of Q3-2024 Community Advisory Committee Meeting

- Sandra Rose reviewed the topic and action items from the Q3-2024 meeting.

- Cultural and Linguistically Appropriate Services (CLAS) Report
 - Information provided on interpreter and translation services.
 - Recap of membership and provider demographic data.
 - Annual report presented to assess cultural and linguistic needs.
- Population Needs Assessment Update
 - Transitioning from individual health plan assessments to a collaborative countywide report.
 - Partnership includes other health plans and the county public health department.
 - Broader focus on understanding population demographics and needs.
- Web Page Updates
 - Health Equity Page
 - New page highlighting the Health Equity Committee and related initiatives.
 - Find Help Tool
 - Resource search tool allowing users to input a zip code and locate social services in their area.
 - Behavioral Health Services Page
 - Updated to provide clearer information on available benefits.
- Limited feedback received during the last meeting. The CAC were encouraged to provide input on web pages or other resources to ensure continuous improvement.

III. Discussion: DispatchHealth Overview

- Keisha Dreher gave an overview of the DispatchHealth program and led a discussion to get feedback on the visibility and utilization of the program for Blue Shield Promise members.
 - Background
 - DispatchHealth is on-demand, in-home emergency room substitution care program.
 - The care team includes a nurse practitioner, physician assistant, medical technician, and virtual ER doctor.
 - It covers 60–70% of emergency services in-home at no cost to Blue Shield Promise members.
 - The services are available from 8 AM–10 PM, 365 days a year, in 450 zip codes across Los Angeles, Orange County, Riverside, San Bernardino, and San Diego counties.
 - Members, care managers, or providers can request a visit from DispatchHealth either by phone or through an online platform.
 - The care team provides treatment and ensures follow-up coordination with the member’s primary care physician.
 - The typical response time for DispatchHealth services is between 2–3 hours.

- DispatchHealth is particularly beneficial for members who face challenges assessing same-day services, including mobility challenges, or lack of transportation.
- The service is ideal for individuals needing care after hours, on holidays, or following medical procedures.
- Frequent emergency room users for non-emergency issues can also benefit from this in-home care option.
- DispatchHealth treats a variety of conditions, including minor injuries, infections, dehydration, and other non-life-threatening medical concerns.
- Discussion
 - Member A shared a positive experience with similar programs.
 - The CAC appreciated the convenience of in-home care, especially for those with mobility issues or to avoid crowded emergency rooms.
 - The CAC expressed trust in having professional care teams visit their homes.
 - The CAC noted the service as helpful for caregivers, parents, and individuals with limited transportation options.
 - The CAC mentioned being unaware of the program before the meeting.
 - Outreach improvements suggested by the CAC included:
 - Social media ads (e.g., Instagram).
 - Postcards, mailers, and voicemail reminders.
 - Clear communication to all eligible members.
 - Member D mentioned being familiar with the ConcertoCare Program and asked if DispatchHealth informs member's primary care physician when someone is seen through this service.
 - Keisha responded that DispatchHealth ensures visit notes are faxed to the member's primary care physician (PCP).
 - Phone communication between DispatchHealth and PCP occurs if further coordination is required.
 - The CAC were encouraged to request an after-visit summary for their own records to share with their PCP.
 - DispatchHealth complements other services like the Blue Shield concierge and ConcertoCare programs.
- Action Items
 - Explore opportunities to utilize social media, direct mail, and phone campaigns to increase awareness.

IV. Discussion: Medi-Cal Quality Improvement preventive screenings

- Amie Eng gave an overview of the Medi-Cal Quality Improvement Preventive Screenings Program and asked the CAC for feedback about phone outreach.

- Background:
 - The Medi-Cal Quality Improvement Preventive Screenings Program focuses on helping members stay healthy through routine exams and wellness checks, separate from visits for sickness, injury, or illness.
 - Preventive visits include:
 - Vaccines to protect against diseases.
 - Cancer screenings to detect conditions early, even before symptoms arise.
 - Education and counseling to support informed health decisions.
 - To help members stay on track with preventive care, the program offers:
 - Letters reminding members of due screenings.
 - Phone calls to assist with scheduling, transportation, and identifying alternative providers.
 - Gift card incentives for completing screenings.
 - The program partners with mid-level practitioners (e.g., nurse practitioners and physician assistants) to provide:
 - Mobile and flexible screening events, improving accessibility for members facing barriers to traditional care settings.
- Discussion
 - The CAC recommends Caller ID should clearly display “Blue Shield of California” or “Blue Shield Promise.”
 - Leave voicemails stating the caller is from Blue Shield, including the recipient’s name, and asking them to call back.
 - Member D mentioned issues with phone calls appearing as spam or from unfamiliar states, such as Ohio.
 - The CAC suggestions included:
 - Mobile clinics to be placed in convenient locations (e.g., malls, rural areas, community events).
 - Timely reminders about health risks (e.g., viruses, flu seasons) to motivate action.
 - Personalized cards or letters reminding parents about children’s vaccinations and screenings.
 - Timely reminders during summer months to align with school health requirements.
 - Social media updates on health trends and vaccination schedules to encourage action.
 - The CAC recommend creating campaigns emphasizing the importance of in-person visits for child wellness.
 - The CAC recommended leveraging platforms like Facebook and Instagram to share updates on preventive care and health tips.

- Member A expressed interest in seeing mobile clinics at various high-traffic locations such as libraries, malls (e.g., Bonita Mall, Parkway Plaza), and community events (e.g., car shows, school fairs).
 - Member A noted the absence of visible Blue Shield advertising, such as bus wraps or billboards, in El Cajon.
- Action Item
 - Explore the development of a comprehensive social media campaign to share health tips, vaccination updates, and preventive care reminders.
 - Explore partnership with providers groups with mobile clinics for rural areas and after-hours availability.
 - Address issues with telecom team on phone outreach reliability and effectiveness.

V. Ombudsman Update

- Jack Dailey from Consumer Center for Health Education and Advocacy, Legal Aid Society of San Diego, was unable to present. The presentation slide will be shared with the CAC in his absence.

VI. Open Discussion

- Sandra Rose led an open discussion for members to share any idea or thoughts they may have.
 - Member A expressed interest in seeing mobile clinics at various high-traffic locations such as libraries, malls (e.g., Bonita Mall, Parkway Plaza), and community events (e.g., car shows, school fairs).
 - Member A noted the absence of visible Blue Shield advertising, such as bus wraps or billboards, in El Cajon.
 - Member C made suggestions to partner with colleges and attend job fairs or health fairs on campuses to provide information and promote health awareness.
 - Sandra Rose reminded the CAC that Blue Shield of California Promise does not operate mobile clinics directly but partners with providers who may offer these services.
 - Sandra Rose will share the feedback regarding mobile clinic locations with provider partners to explore implementation in the suggested areas.
- Action Items
 - Investigate visibility of Blue Shield ads (bus wraps, billboards) in El Cajon and address gaps with the Brand Team.
 - Share suggestions about mobile clinics with provider partners.
 - Explore opportunities to participate in college events and fairs.

VII. Closing and Adjournment

- Sandra Rose concluded the meeting by expressing gratitude for everyone's participation in 2024 and looked forward to continuing collaborative efforts in 2025 and reminding the group to review the appendix materials.
 - Appendix A: Standing Reports
 - Membership & Interpreter Services
 - Grievances Q3-2024
 - Appeals Q3-2024
 - Appendix B: Blue Shield Promise Contacts