

MEETING OF BLUE SHIELD OF CALIFORNIA PROMISE HEALTH PLAN
LOS ANGELES COMMUNITY ADVISORY COMMITTEE (CAC)

Date:	Wednesday, March 13, 2024
Time:	1:30 p.m. – 3:00 p.m.
Location:	Hybrid (Virtual and in-person: 3840 Kilroy Airport Way, Long Beach)
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. Member E, Blue Shield of California Promise Health Plan 6. Member G, Blue Shield of California Promise Health Plan 7. Member D, Blue Shield of California Promise Health Plan 8. Anwar Zoueihid, VP of Long-Term Services & Supports, Partners in Care Foundation 9. Connor Hannigan, Staff Attorney, Neighborhood Legal Services of Los Angeles County 10. Margie Harper, LA South-Central Mental Health Non- Profit 11. Richard Ayoub, CEO, Project Angel Food <p>Committee Members absent:</p> <ol style="list-style-type: none"> 1. Member F, Blue Shield of California Promise Health Plan 2. Halina Fardin, Program Develop Specialist, Worksite Wellness LA 3. Kristine Choulakian, Outreach Specialist, Personal Assistance Councils 4. Lisa Cahill, Chief Operating Officer, Pathways LA <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	<ul 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
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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.

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.
 - Member B expressed concern about the promotion of the GED program.
 - Sandra Rose emphasized the need for awareness and announced plans for a mailing campaign to inform all members.
 - Members encouraged referrals to the Blue Shield Promise website for more details.
 - Member A suggested using Community Resource Centers to promote the GED program and distributing flyers through them.

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

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.
- Committee members provided input on preferences, including the incorporation of member testimonials, highlighting the importance of authentic storytelling.
- 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 and white
- Sandra Rose and Rosa Hernandez solicited feedback from the CAC about topics for the member newsletter.
 - Member A shared her top three choices, praising her positive experience with Connor regarding legal issues in healthcare.
 - Other participants expressed interest in preventive health screenings, healthy cooking, nutrition, weight loss management, and doctor communication.
 - Member B highlighted the relationship between weight management, healthy cooking, and preventive health screenings.
 - Member E stressed the importance of doctor communication, understanding medical conditions, and medication awareness.
 - Community partners echoed the importance of doctor communication, medical condition understanding, and medication management for stress and overall health.
 - Suggestions included effective communication with healthcare providers, understanding medical conditions, and discussing medication management topics.

V. Ombudsman Presentation

- Connor Hannigan, from the Neighborhood Legal Services, presented and led a discussion about Assisted Living Facility Waiver, and 2024 Medi-Cal's asset limit.
 - Connor went over the Assisted Living Facility Waiver (ALF Waiver). The ALF waiver allows individuals needing skilled nursing care to reside in assisted living facilities, covering medical and housekeeping needs to prevent transfers to skilled nursing facilities.
 - Program details include eligibility criteria (age 65+ or disability), no income limits but Medi-Cal share of costs eligibility required, and a waitlist of approximately 2,000 individuals.
 - Services are similar to In-Home Supportive Services, provided in an assisted living setting, with potential SSI benefit increases for recipients.
 - Early application is encouraged, with case manager assistance and collaboration with Blue Shield Promise advocates for access.
 - Partnership with Neighborhood Legal Services LA to launch legal clinics at Community Resource Centers, providing legal aid and attorney support as needed.
 - Member A suggested utilizing newspapers for community resource awareness, emphasizing the importance of external communications. A commitment was made to involve the external communications team in future meetings for collaboration.

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