

Individual Medicare Advantage Prescription Drug Plans

New and rebranded IMAPD plans
and benefits changes effective
January 1, 2021

Overview

Today's focus is 2021 Medicare Advantage plans and the transfer of the Blue Shield Promise Medicare Advantage contract to Blue Shield of California.



Agenda

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2021 Medicare Advantage plans: added counties and benefits

2

Novation overview, advantages, Blue Shield Promise plans affected, and contracts

3

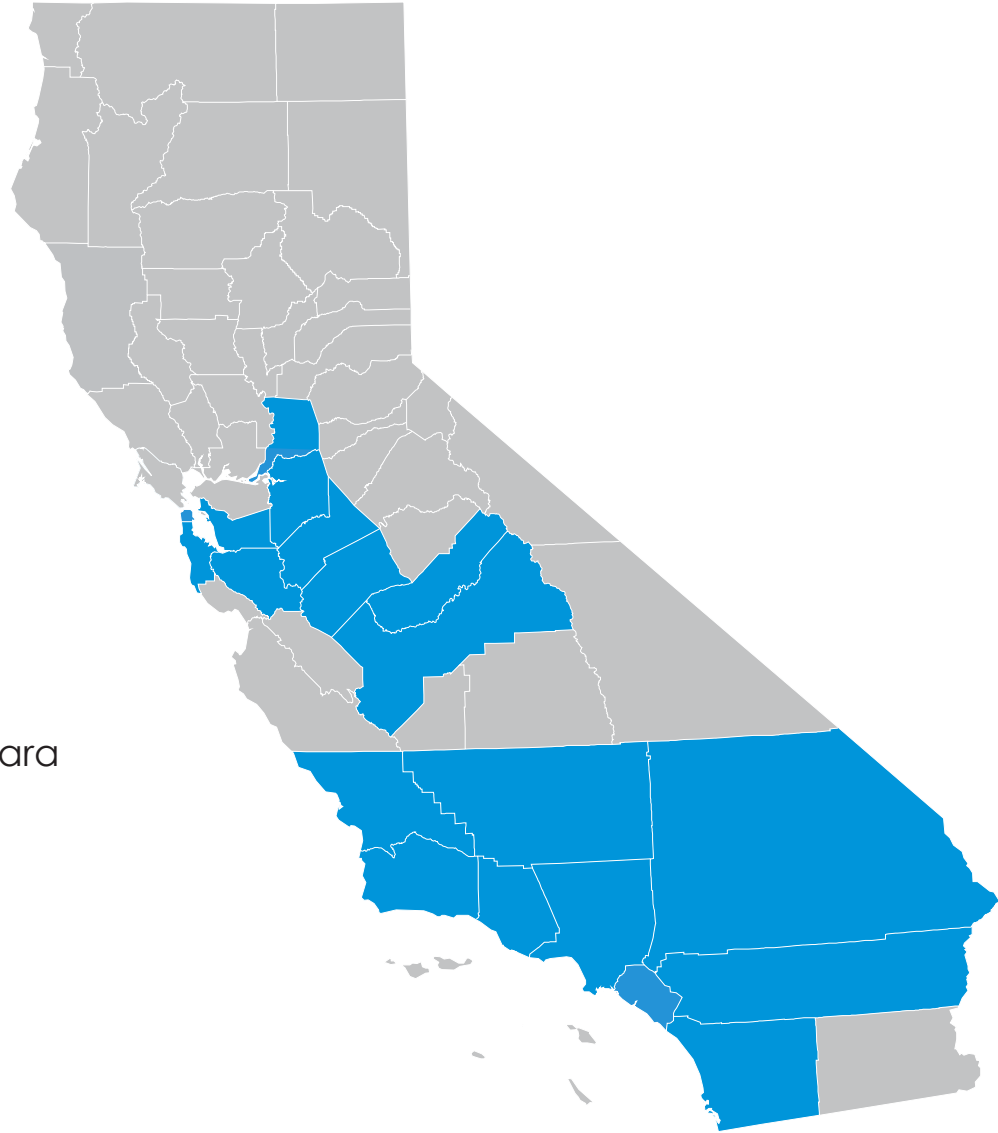
Novation claims, vendors, member impacts, website tools, and support



2021 Medicare Advantage Counties

Alameda
Fresno
Kern
Los Angeles
Madera
Merced
Orange
Riverside
Sacramento

San Bernardino
San Diego
San Joaquin
San Luis Obispo
San Mateo
Santa Barbara
Santa Clara
Stanislaus
Ventura



New full-service counties

Madera — San Luis Obispo — Santa Barbara



Blue Shield Individual Medicare Advantage Plans

New benefits and plans are bolded.

* Benefits and limits vary by plan and county.

Plan names	Benefit highlights	Counties
Blue Shield 65 Plus (HMO)	<ul style="list-style-type: none"> • Acupuncture* • Annual physical exam \$0 copay • Chiropractic services* • Over-the-counter items benefit* • Dental <ul style="list-style-type: none"> • Hearing aids • Emergency response system • SilverSneakers® gym membership • Teladoc • Worldwide emergency care 	Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, Ventura
Blue Shield 65 Plus Choice Plan (HMO)	<ul style="list-style-type: none"> • Acupuncture • Annual physical exam \$0 copay • Chiropractic services • Dental • Hearing aids • Transportation to plan-approved health-related locations <ul style="list-style-type: none"> • Over-the-counter items benefit • Emergency response system • SilverSneakers gym membership • Teladoc • Worldwide emergency care (\$10k/yr) 	Riverside, San Bernardino
Blue Shield 65 Plus Plan 2 (HMO)	<ul style="list-style-type: none"> • Annual physical exam \$0 copay • Dental • SilverSneakers gym membership <ul style="list-style-type: none"> • Teladoc • Worldwide emergency care (\$50k/yr) 	Los Angeles, Orange



Blue Shield Individual Medicare Advantage Plans

New benefits and plans are bolded.

Plan names	Benefit highlights	Counties
<p>Blue Shield AdvantageOptimum Plan (HMO)</p>	<ul style="list-style-type: none"> • Annual physical exam \$0 copay • Chiropractic services • Acupuncture • Dental • Hearing aids • Transportation to plan-approved health-related locations <ul style="list-style-type: none"> • Over-the-counter items benefit • Emergency response system • SilverSneakers gym membership • Teladoc • Vision • Worldwide emergency care 	<p>Fresno, Los Angeles, Merced, Orange, San Joaquin, Santa Clara, Stanislaus</p>
<p>Blue Shield AdvantageOptimum Plan 1 (HMO)</p>	<ul style="list-style-type: none"> • Annual physical exam \$0 copay • Hearing aids • Transportation to plan-approved health-related locations • Over-the-counter items benefit • Emergency response system <ul style="list-style-type: none"> • SilverSneakers gym membership • Teladoc • Worldwide emergency care • Vision 	<p>San Diego</p>
<p>Blue Shield AdvantageOptimum Plan 2 (HMO)</p>	<ul style="list-style-type: none"> • Annual physical exam \$0 copay • \$50 Part B premium reduction • Dental <ul style="list-style-type: none"> • Teladoc • Vision • Worldwide emergency care (\$10k/yr) 	<p>San Diego</p>



Blue Shield Individual Medicare Advantage Plans

New benefits and plans are bolded.

* Benefits and limits vary by plan and county.

Plan names	Benefit highlights	Counties
<p>Blue Shield Coordinated Choice Plan (HMO)</p>	<ul style="list-style-type: none"> • Annual physical exam \$0 copay* • Acupuncture • Hearing aids • Transportation to plan-approved health-related locations • Over-the-counter items benefit • Emergency response system • SilverSneakers gym membership • Teladoc • Vision • Worldwide emergency care (\$25k/yr) 	<p>Fresno, Los Angeles, Merced, Orange, Riverside, San Bernardino, San Diego, San Joaquin, Santa Clara, Stanislaus</p>
<p>Blue Shield Inspire (HMO)</p>	<ul style="list-style-type: none"> • Acupuncture • Annual physical exam \$0 copay • Chiropractic services • Over-the-counter items benefit • Independence and Safe Mobility with AAA** • Dental • Hearing aids • Transportation to plan-approved health-related locations • Emergency response system • SilverSneakers gym membership • Teladoc • Worldwide emergency care (\$50k/yr) 	<p>Alameda, Fresno, Los Angeles, Madera, Merced, Orange, Sacramento, San Joaquin, San Mateo, Santa Clara, Stanislaus</p>
<p>Blue Shield Vital (HMO)</p>	<ul style="list-style-type: none"> • Annual physical exam \$0 copay • Part B premium reduction • Teladoc • Worldwide emergency care (\$10k/yr) 	<p>Los Angeles, Orange, Riverside, San Bernardino</p>

** Not available in Los Angeles or Orange counties and eligibility criteria apply.



Blue Shield Individual Medicare Advantage Plans

New benefits and plans are bolded.

* Benefits and limits vary by plan and county.

Plan names	Benefit highlights	Counties
<p>Blue Shield Inspire (HMO D-SNP)</p>	<ul style="list-style-type: none"> • Annual physical exam \$0 copay • Home meal delivery • Independence and Safe Mobility with AAA • Acupuncture • Hearing aids • Transportation to plan-approved health-related locations • Over-the-counter items benefit • Emergency response system • SilverSneakers gym membership • Teladoc • Vision • Worldwide emergency care (\$25k/yr) 	<p>Fresno, San Joaquin, Stanislaus</p>
<p>Blue Shield TotalDual Plan (HMO D-SNP)</p>	<ul style="list-style-type: none"> • Annual physical exam \$0 copay* • Chiropractic services • Home meal delivery • Acupuncture • Hearing aids • Transportation to plan-approved health-related locations • Over-the-counter items benefit • Emergency response system • SilverSneakers gym membership • Teladoc • Vision • Worldwide emergency care (\$25k/yr) 	<p>Los Angeles, Orange, San Bernardino, San Diego</p>



Blue Shield Individual Medicare Advantage Plans

New benefits are bolded.

Plan names	Benefit highlights	Counties
Blue Shield Inspire (PPO)	<ul style="list-style-type: none">• Acupuncture• Annual physical exam \$0 copay• Chiropractic services• Over-the-counter items benefit• Teladoc	Alameda



Added Medicare Advantage benefits summary

New plans are bolded. * Benefits and limits vary by plan and county.

Plan names	Added benefits
Blue Shield 65 Plus (HMO)	<ul style="list-style-type: none"> • Acupuncture* • Annual physical exam \$0 copay • Chiropractic services* • Over-the-counter items benefit*
Blue Shield 65 Plus Choice Plan (HMO)	<ul style="list-style-type: none"> • Acupuncture • Annual physical exam \$0 copay • Chiropractic services
Blue Shield 65 Plus Plan 2 (HMO)	<ul style="list-style-type: none"> • Annual physical exam \$0 copay
Blue Shield AdvantageOptimum Plan (HMO)	<ul style="list-style-type: none"> • Annual physical exam \$0 copay • Chiropractic services
Blue Shield AdvantageOptimum Plan 1 (HMO)	<ul style="list-style-type: none"> • Annual physical exam \$0 copay
Blue Shield AdvantageOptimum Plan 2 (HMO)	<ul style="list-style-type: none"> • Annual physical exam \$0 copay
Blue Shield Coordinated Choice Plan (HMO)	<ul style="list-style-type: none"> • Annual physical exam \$0 copay*
Blue Shield Inspire (HMO)	<ul style="list-style-type: none"> • Acupuncture • Annual physical exam \$0 copay • Chiropractic services • Over-the-counter items benefit • Independence and Safe Mobility with AAA (Not available in Los Angeles or Orange counties and eligibility criteria apply)
Blue Shield Vital (HMO)	<ul style="list-style-type: none"> • Annual physical exam \$0 copay
Blue Shield Inspire (HMO D-SNP)	<ul style="list-style-type: none"> • Annual physical exam \$0 copay • Independence and Safe Mobility with AAA • Home meal delivery
Blue Shield TotalDual Plan (HMO D-SNP)	<ul style="list-style-type: none"> • Annual physical exam \$0 copay* • Chiropractic services • Home meal delivery
Blue Shield Inspire (PPO)	<ul style="list-style-type: none"> • Acupuncture • Annual physical exam \$0 copay • Chiropractic services

Novation overview

NOVATION

is a legal term for transferring the rights and obligations of one entity to another. We will be transferring Blue Shield Promise's H5928 contract to Blue Shield of California.

Novation will bring these Medicare networks and plans **TOGETHER** under the Blue Shield of California brand.

CURRENTLY,

we have two Medicare HMO networks each with its own plans, one for Blue Shield of California and one for Blue Shield Promise.

This means Medicare Advantage plans currently offered by Blue Shield Promise under the H5928 contract in 2020

WILL CONTINUE

to be offered in 2021, but under the Blue Shield of California brand.



Benefits

Reduced brand confusion

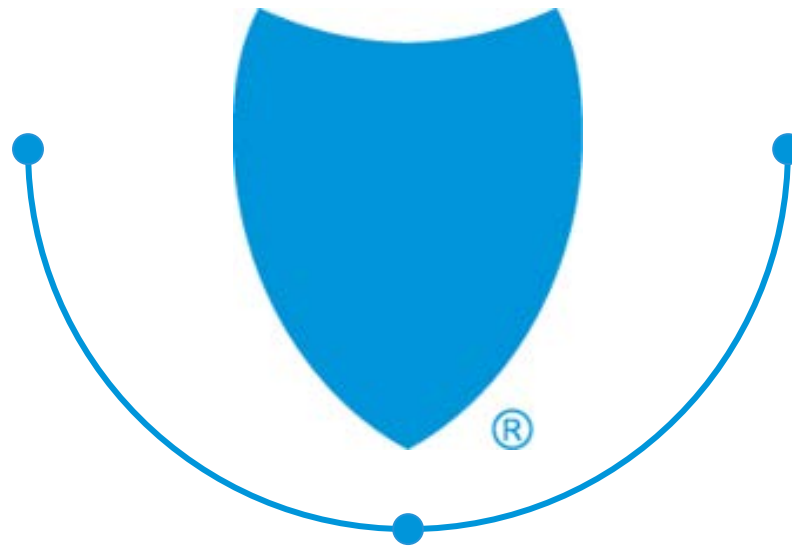
There will be a single brand for Medicare Advantage.

Full-county provider networks

Partially covered counties will expand to full-county provider networks.

More efficient

Integrated technology will provide a single member, sales, and provider experience for all Medicare Advantage products.



Blue Shield Promise plans affected

These Blue Shield Promise Plan names are changing in 2021 to reflect the Blue Shield of California brand:

2020 Plan Names

2021 Plan Names

Blue Shield Promise AdvantageOptimum Plan (HMO)

Blue Shield AdvantageOptimum Plan (HMO)

Blue Shield Promise AdvantageOptimum Plan 1 (HMO)

Blue Shield AdvantageOptimum Plan 1 (HMO)

Blue Shield Promise AdvantageOptimum Plan 2 (HMO)

Blue Shield AdvantageOptimum Plan 2 (HMO)

Blue Shield Promise Coordinated Choice Plan (HMO)

Blue Shield Coordinated Choice Plan (HMO)

Blue Shield Promise TotalDual Plan (HMO D-SNP)

Blue Shield TotalDual Plan (HMO D-SNP) and
Blue Shield Inspire (HMO D-SNP)
depending on the county



Contracts



Existing Blue Shield Promise providers will be **re-contracted** with Blue Shield of California.

The Blue Shield of California Network Contracting team will provide **communications** as they implement new contracts.

Beginning January 1, 2021, the terms of current Blue Shield of California Medicare Advantage agreements will apply to Blue Shield of California Medicare Advantage members, including the newly transitioned members from Blue Shield of California Promise Health Plan.



Medicare Advantage claim and encounter submissions



Electronic Claims and Encounter Submission

Claims

Payer ID 94036 [Change Healthcare](#) (Emdeon)

Payer ID BS001 [Office Ally](#)

Encounters

Payer ID BS002 [Office Ally](#)

Payer ID TU042 [TransUnion](#)

Providers should contact the clearinghouse to ensure they can submit for Blue Shield of California if they currently submit only Blue Shield of California Promise Health Plan claims and encounters.



Paper Claims Submission

Medical claims

Blue Shield of California

P.O. Box 272640

Chico, CA 95927-2640

Drug claims

Blue Shield of California

P.O. Box 52066

Phoenix, AZ 85072-2066

For Medicare Advantage claim and encounter questions, call 800-541-6652.



Specialty vendors

Q.

Are there any impacts to Behavioral Health?

A.

No. Behavioral Health will continue to be administered by Beacon Health Options.

Q.

Are there any impacts to Pharmacy?

A.



Yes. The Pharmacy Management Vendor claims administration will move to CVS starting 1/1/21. Blue Shield of California will no longer be supporting DST Pharmacy Solutions.



Member impact

Most members will keep their Blue Shield of California Promise Health Plan **primary care physician** (PCP); however, eight percent of members (170) will be assigned a new PCP. Members were notified of this change by mail on October 14th.

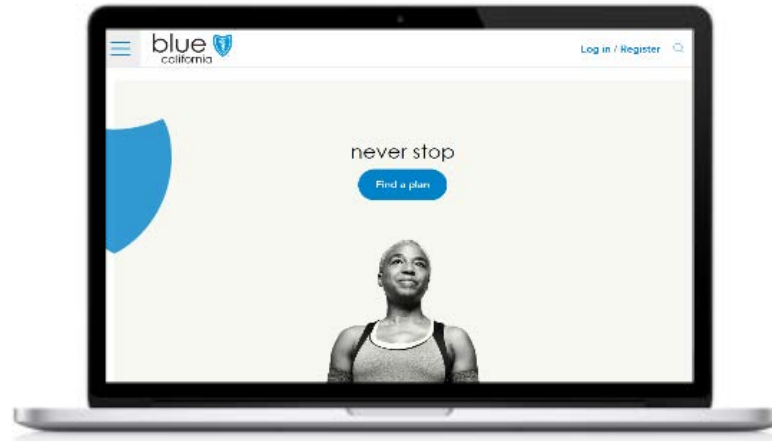
Blue Shield Promise members will get new **ID cards** with Blue Shield of California logos. Members' ID numbers will not change.

	MedicareRx Prescription Drug Coverage 
Member: MEMBER NAME LINE 1 MEMBER NAME LINE 2	PBP PLAN NAME LINE 2 LINE 3 Health Plan: (80840) Group #: E0001000 Effective Date: MM/DD/YYYY
Member ID: AMPJ12345678	RxBIN: 004336
Copayments: PCP/SPC/ER \$XX/\$XX/\$XX	RxPCN: 77993322
PCP: PCP NAME LINE 1 PCP NAME LINE 2	CMS ID: H5928-PBP
PCP Ph: (555) 123-4567	
IPA NAME LA/SD LINE 1 IPA NAME LA/SD LINE 2	

blueshieldca.com/medicare	
Customer Care	(800) 776-4466 (TTY: 711)
Transportation	(877) 433-2178
NurseHelp 24/7	(877) 304-0504
Pharmacy Help Desk	(888) 970-0933
Behavioral Health	(800) 776-4466 (TTY: 711)
<small>This member has limited benefits outside of the plan service area and outside of California. Members: In an emergency, call 911 or go to the nearest ER. Providers: Please file all claims with your local BCBS licensee in whose service area the member received services or, when Medicare is primary, file all claims with Medicare. CA Providers: Most claims should be filed with the member's IPA/Medical Group. Call Provider Customer Service to obtain medical and hospital admission prior authorization to avoid reduced or non-payment. Pharmacists call for prescription processing information. Visit Provider connection at: blueshieldca.com/provider Submit Medical Claims to: Blue Shield of California, P.O. Box 272640, Chico, CA 95927-2640 Submit RxClaims to: Blue Shield of California, P.O. Box 52066, Phoenix, AZ 85072-2066 Blue Shield of California is an independent member of the Blue Shield Association.</small>	



Website tools will be updated



[Blue Shield's Find A Doctor directory](#)

Patients can search for a participating physician by:

- Specialty
- Language preference
- Location

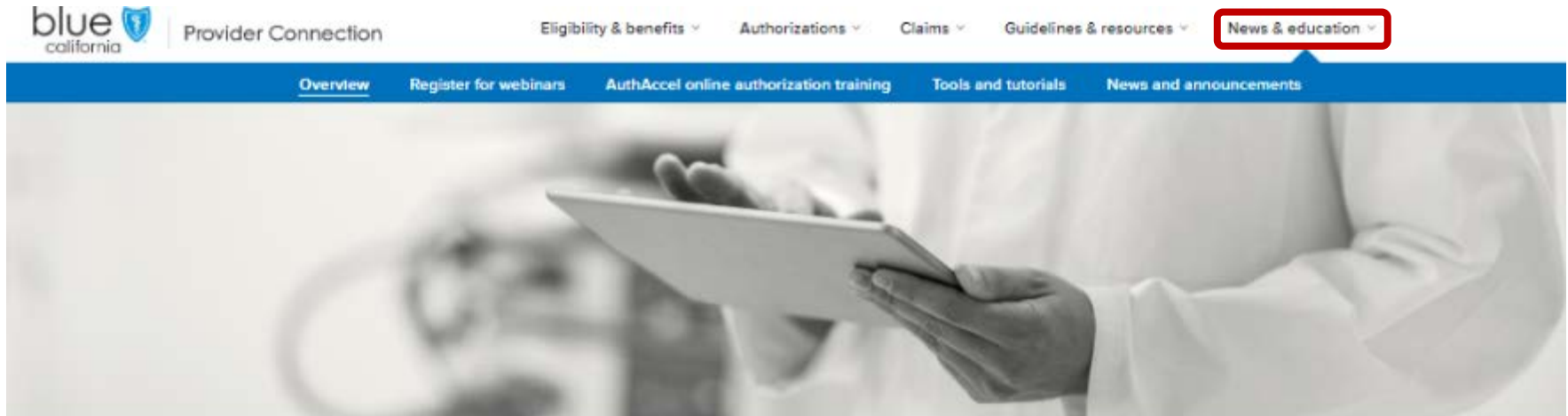
[Blue Shield's Verify Eligibility tool on Provider Connection](#)

1. On the Eligibility & Benefits tab, click *Verify Eligibility*
2. Enter either the Subscriber ID or Last Name, First Name, and Date of Birth
3. Click *Search*



Provider education on Provider Connection

blueshieldca.com/provider.com



News and education

Attend live webinars, view recorded webinars and tutorials, and access other educational materials and news on topics important to you and your organization.

[Provider webinars](#) | [Using this website](#) | [Tools and tutorials - Working with Blue Shield](#) | [Tools and tutorials - Patient care and programs](#) | [News and announcements](#)

Click this tab to ...

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- Access training and support for the AuthAccel online authorization tool.
- View tools on topics related to you, your patients, and Blue Shield.
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