

Los Angeles Member Advisory Committee Meeting Minutes

March 9, 2021 • 2:00 p.m. – 4:00 p.m.

Council Members

Council Members	Committee Members Absent	Blues Shield Promise Health Plan
<ul style="list-style-type: none"> • Anwar Zoueihid – Partners in Care Foundation • Connor Hannigan- Neighborhood Legal Services of LA County • Donna Attwood – Member • Elizabeth Carrasco- Member • Gloria Behn – Member • Halina Fardin- Worksite Wellness LA • Jackie Dai- Neighborhood Legal Services of LA County • Joann Cannon – Personal Assistance Service Council • Margaret Iaccino – Member • Margie Harper- National Alliance Mental Illness • Richard Ayoub – Project Angel Food • Robert M Cota- Member 	<ul style="list-style-type: none"> • Rigo Saborio- St. Barnabas • Hector Ochoa- Southern California Resource Services for Independent Living 	<ul style="list-style-type: none"> • Kristen Cerf- President and CEO • Dr. Susan Fleischman- Chief Medical Officer • Yunkyung Kim- VP Medi-Cal Growth • Kellie Todd Griffin- Sr. Director Community and Provider Engagement • Stephanie Williams- Rogers- Sr. Manager Stakeholder Engagement • Kent Newman- Sr. Manager Engagement Marketing • Mona Gonzalez- Manager Quality Review • Yesica Allala- Supervisor Growth and Retention • Araceli Garcia- Sr. Program Manager

Topic	Presenter	Decisions/Action items
<p>Welcome Anwar Zoueihid, Vice-Chair, called the meeting to order at 2:00 pm.</p>	Anwar Zoueihid	
<p>Chief Executive Officer Report <i>Kristen Cerf, President & Chief Executive Officer, reported:</i></p> <p>Blue Shield California's Board of Directors elected its first female Chair and is now comprised of seven females and six males.</p> <p>Community Resource Centers are closed due to COVID-19, but the Community Resource Center YouTube has great digital programming such as: fitness, health education, healthy cooking, and classes for kids and families.</p> <p>Food insecurity remains a big issue in Los Angeles County and Promise partnered with Brotherhood Crusade to provide food, clothes, and essentials to more than 1,500 families.</p> <p>Member Richard Ayoub, with Organization Project Angel Food, stated they are grateful 87% of their staff have received their COVID-19 vaccination. He noted staff members who are resistant are people of color. Member Ayoub asked the question, "Does Blue Shield Promise have strategies to overcome hesitancy?".</p> <p>Kristen responded that Blue Shield of California launched a "Get started" television commercial campaign. In addition, Promise's Community Engagement team is working with community-based organizations to capture insight regarding vaccine hesitancy to support strategy development.</p>	Kristen Cerf	Araceli to follow up with Richard Ayoub from Project Angel Food and provide resources regarding vaccine hesitancy around the COVID-19 vaccine.
<p>Ombudsman: What is trending? <i>Jackie Dai, Supervising Attorney and Connor Hannigan, Staff Attorney, with Neighborhood Legal Services of Los Angeles County reported the following:</i></p>	Jackie Dai and Connor Hannigan	

<p>The trending issues are In-Home Supportive Services (IHSS) hours decreasing with phone assessments, problems with accessing hours before nursing home discharge, and medical debt collection cases increasing.</p> <p>Medi-Cal's negative actions were suspended until April 21, 2021, which prohibits premium increases, Share of Cost increases, and negative Medi-Cal changes due to turning 65 until the end of a "public health emergency."</p> <p>Due to COVID-19 the Covered California open enrollment extended to May 15, 2021. Special enrollment periods created for anyone effected by COVID-19 to broadly applied.</p> <p>For those who are on the Uninsured Group Program there is no cost for COVID-19 diagnostic testing and related services to individual for 12 months or the end of a public health emergency, whichever comes first.</p> <p>Federal law requires all health plans to cover the administration of approved coronavirus vaccines. If anyone has Share of Cost Medi-Cal and needs assistance with removing it, please feel free to call the Health Consumer Center at 1-800-896-3202.</p>		
<p>Member Communication</p> <p><i>Kent Newman and Yesica Allala shared Promise's COVID-19 communication plan and presented a draft version of Promise's New Member "Welcome Letter"</i></p> <p>COVID-19 continues to be the topic on everyone's mind. Blue Shield is committed to help members understand what to do as the pandemic evolves. Blue Shield is focused on four key themes to get the word out: vaccine safety & education, prevention, vaccine eligibility & access and access to care & services. In addition, we have focused on four essential methods to get the word out, such as working with community organizations, our Blue Shield website: Blueshieldca.com, send communication directly, and leveraging the website: Myturn.ca.gov.</p> <p>Kent posed the question, "Where do you primarily get your information on COVID-19?"</p> <ul style="list-style-type: none"> Donna Attwood, member, shared that she received most information from her neighbor when she first heard about the vaccine. She was very skeptical and hesitant at first, but she realized this was something serious after hearing more about it in the news. Member also stated that she gets her information from the Long Beach Public Library. 	<p>Kent Newman and Yesica Allala</p>	<p>Follow-up with Kent and Yesica regarding the next steps based on the member feedback received.</p>

<ul style="list-style-type: none"> • Gloria Behn, member, shared that she first heard about the Coronavirus through the local news. Member stated she primarily gets her information through the TV and app on her phone. • Elizabeth Carrasco, member, shared that she does not have a primary source to obtain information, but her preference is to go to Google.com or her primary care physician. • Robert Cota, member, shared that he started understanding the seriousness when he received a letter from Blue Shield of California Promise Health Plan, ensuring him they were here to support his needs. Member stated he also received information through text messages from community organizations like the City of Commerce and senior clubs regarding food insecurity and updates on COVID-19. <p>Kent asked committee members how they prefer to receive information about COVID-19 from Blue Shield Promise? Donna shared that if somebody were to call from the health plan and provide them with additional information.</p> <p>Kent asked the committee how familiar they are with Myturn.ca.gov. Robert shared that he never heard of Myturn.ca.gov. Connor from the Neighborhood Legal Services of Los Angeles County Ombudsman shared they can make presentations regarding COVID-19 for any interested organization.</p> <p>Kent announced that Promise is updating its Medi-Cal New Member Welcome Kit and presented a draft version of the Welcome Letter and New Member Handbook cover pages. Kent stated the Welcome Letter will be included in the Medi-Cal New Member Welcome Kit and that it will include Promise's website address and phone number. Kent highlighted that the updated New Member Handbook cover pages will include information regarding how to create an online account, check member identification card, and schedule an appointment with their primary care physician. Kent shared that the updated New Member Handbook will include a Table of Contents that highlights key benefits and services.</p> <p>Robert stated that he hopes telephone conversations continue since they are still the essential basic human manner to communicate. Member recommends also including a magnet with Promise contact information, so members can easily access it on the refrigerator.</p> <p>Yesica Allala, Supervisor Growth, and Retention provided an update to the committee regarding the Member Resource Sheet that is being developed. Yesica thanked the committee for their previous feedback and shared that the Member Resource Sheet will</p>		<p>Araceli to connect JoAnn Cannon from Personal Assistance Council with Jackie Dai and Connor</p>
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<p>include key phone numbers such as: Member Services, Dental, Vision, Diabetes Prevention, and Health Education. Yesica announced the final draft of the Member Resource Sheet will be presented during the next quarter's meeting.</p> <p>Kent asked the committee how Promise can make members feel more welcomed? Donna stated that overall, the Welcome Letter is very inviting and provides a warm welcome. Member suggested including a picture of the CEO on the Welcome Letter and to replace the word "customer" with "member".</p> <p>Kent wrapped up by asking the committee how Promise can we make its communication more meaningful to members? Gloria shared that many of the words are too long and sophisticated. Since this is Medi-Cal, there may be many who do not understand the terminology. Member suggested providing definitions for various terms used such as: chiropractic, acupuncture, etc.</p>		<p>Hannigan to set up a COVID-19 presentation with their employees.</p>
<p>Highlight Committee Organization:</p> <p><i>JoAnn Cannon, Outreach Specialist, from Personal Assistance Council Services gave an overview of the organization and its services.</i></p> <p>Personal Assistance Council Services is the public authority for In-Home Supportive Services (IHSS) in Los Angeles County. The County Board of Supervisors established the personal Assistance Service Council in 1997, and its primary goal is to enhance the In-Home Supportive Services Program. Personal Assistance Services Council serves as the employer of record, representing over 180,000 In-Home Supportive Services consumers in collective bargaining over provider wages and benefits. In addition, the organization provides training for timesheets, providers, and consumers. For example, before the pandemic, Outreach Managers would go to senior centers and provide information about the Personal Assistance Service Council. In addition, the Engagement Coordinators would provide one on one counseling sessions. Gloria asked to connect with JoAnn offline. JoAnn stated she will connect with the Ombudsman's office about providing COVID-19 training to the Personal Assistance Service Council team.</p>	<p>JoAnn Cannon</p>	
<p>Care Gap Member Outreach</p> <p><i>Mona Gonzalez, Manager of Quality Review, presented on the Care Gap Member Outreach.</i></p> <p>Promise outreaches to members who have been identified as having gaps in care such as a diabetic member who needs preventive services to manage their diabetes. The goal of the member outreach is to educate and encourage members to get the care needed by proactively scheduling appointments and supporting members throughout the appointment scheduling process. Members will get reminder calls the day before the appointment to ensure</p>	<p>Mona Gonzalez</p>	<p>Follow-up with Mona regarding next steps based on member feedback received.</p>

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<p>they do not miss the scheduled appointment. Member outreach is conducted annually to children from February to June and adults from July to December regarding their annual well visit.</p> <p>Robert shared that care gap outreach is helpful. Member went on to say that outreach is essential, and we must build a bridge for members. However, some members are skeptical when receiving calls from the outreach team and do not want to validate the required Personal Health Information to protect the member's privacy.</p> <p>Mona asked what Promise can do to ease these concerns when conducting outreach? Donna shared that California Care landline services overcomes the obstacle of Personal Health Information by sending a letter that provided a one-time pin to confirm who you are when outreach was conducted.</p> <p>Elizabeth shared that it would be helpful if the care gap outreach were mentioned in the welcome package.</p> <p>Mona shared that multiple attempts to connect with members, and calls are often missed because the member is possibly working or unavailable from 8 am-5 pm. She asked the committee how they feel about receiving calls later in the day, 6 pm-7 pm, or on a Saturday? Donna said she does not have a problem with an evening call or Saturday call. Anwar Zoueihid from Partners in Care shared that the organization has reached out to members during the weekends, including some that are Blue Shield of California Promise members and have not had an issue.</p>		
<p>Closing Remarks and Adjournment Anwar adjourned at 4:00 pm.</p>	<p>Anwar Zoueihid</p>	