

## San Diego Member Advisory Council Meeting Minutes

March 11, 2021 • 1:30pm – 3:30pm

### Council Members

Council Members	Committee Members Absent	Blues Shield Promise Health Plan
<ul style="list-style-type: none"><li>• Cathryn Nacario- National Alliance Mental Illness</li><li>• Erin Murphy- Interfaith Community Services</li><li>• Member A</li><li>• Kari Logan-YMCA</li><li>• Jack Dailey – Consumer Center for Health Education and Advocacy Legal Aid Society of San Diego</li><li>• Jessica Romero- Southern Caregiver Resource Center</li><li>• Nancy Vera – Access to Independence</li><li>• Member B</li><li>• Steve Carroll- LGBT Center</li><li>• Tanissha Harrell- 211</li></ul>	<ul style="list-style-type: none"><li>• Member C</li></ul>	<ul style="list-style-type: none"><li>• Kristen Cerf- President and CEO</li><li>• Dr. James Cruz- Senior Medical Director</li><li>• Yunkyung Kim- VP Medi-Cal Growth</li><li>• Kellie Todd Griffin- Sr. Director Community and Provider Engagement</li><li>• Stephanie William Rogers- Sr. Manager Stakeholder Engagement</li><li>• Mona Gonzalez- Manager Quality Review</li><li>• Kent Newman- Sr. Manager Engagement Marketing</li><li>• Yesica Allala- Supervisor Growth and Retention</li><li>• Araceli Garcia- Sr. Program Manager</li></ul>

Topic	Presenter	Decisions/Action items
<p><b>Welcome</b> Araceli Garcia, Program Manager, called the meeting to order at 1:30 pm.</p>	Araceli Garcia	
<p><b>Chief Executive Officer Report</b> <i>Kristen Cerf, President &amp; Chief Executive Officer, reported:</i></p> <p>Blue Shield of California's Board of Directors elected its first female Chair and is now comprised of seven females and six males.</p> <p>Blue Shield Promise received the "Paving the Way Impactful Award" from Paving Great Futures, supporting weekly food distributions.</p> <p>Blue Shield of California has been selected to serve as the State of California's Third-Party Administrator to help strategize vaccine roll out to all 50 counties for COVID-19 vaccines.</p> <p>Member Erin Murphy, with Organization Interfaith Community Services, stated that almost none of their clients want to get the vaccine. In addition, she noted that employees are also resistant to getting vaccinated.</p> <p>Member B stated there are not enough vaccines in East County San Diego, and many meet the vaccine's criteria.</p>	Kristen Cerf	<p>Araceli to connect Dr. Cruz with Erin Murphy from Interfaith Community Services to provide resources regarding vaccine hesitancy for their employees.</p> <p>Araceli to connect member B with Promise Health Plan Social Services to identify services available in East County.</p>
<p><b>Ombudsman: What is trending?</b> <i>Jack Dailey, Director of Policy and Training, with Consumer Center for Health Education and Advocacy Legal Aid Society of San Diego, reported the following:</i></p> <p>There is no cost for COVID-19 diagnostic testing and related services for 12 months or the end of a public health emergency, whichever comes first for those on the Uninsured Group Program.</p> <p>In February, the Department of Health Care Services announced delaying April 1, 2021, the start date for Medi-Cal Rx, indefinitely.</p> <p>Centers for Medicare and Medicaid Services issued guidance to plans that serve dual eligibles information on active preparation for equitable vaccination,</p>	Jack Dailey	

<p>opportunities to increase vaccination through plan benefit structures, and helpful resources.</p>		
<p><b>Member Communication</b>  <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 helping members understand what to do as the pandemic evolves. Blue Shield is focused on four key themes to get the word out vaccine safety &amp; education, prevention, vaccine eligibility &amp; access, and access to care &amp; 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, sending 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"> <li>• Member B stated she primarily gets her information through the news and her neighbors.</li> <li>• Member A shared that he gets his information from the Blue Shield of California Promise Health Plan web page.</li> <li>• Member Cathryn Nacario, with Mental Alliance Mental Illness, stated their clients get information from various sources but are unsure if the sources are reliable.</li> <li>• Member Tanissha Harrell, with 211, shared much distrust amongst communities of color. However, some organizations representing the community of color are posting on social media and dispelling misinformation.</li> </ul> <p>Member Steve Carroll, with LGBT Center, stated people are waiting for Johnson and Johnson vaccine availability since it's only one shot. Dr. Cruz responded that the Centers for Diseases Control Prevention and scientific data support all three vaccines, offering a similar level of protection. Erin shared that Dr. Tuteur emphasizes that any vaccine you can get is the vaccine for you.</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</p>	<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> <p>Araceli to connect member B with Tanissha from 211 to provide information on low-cost internet.</p>

<p>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 creating an online account, checking member identification card, and scheduling 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>Member B stated that she does not have access to the internet, and many people do not have access. Member Tanissha Harrell, with 211, informed the member she would connect with her offline and provide information on low-cost internet.</p> <p>Yesica Allala, Supervisor Growth and Retention, updated the committee regarding the Member Resource Sheet being developed. Yesica thanked the committee for their previous feedback and shared that the Member Resource Sheet will 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? Member B suggested including a picture of the CEO on the Welcome Letter. She also recommended including a magnet that provides key numbers from Blue Shield of California Promise Health Plan.</p>		
<p><b>Highlight Committee Organization:</b></p> <p><i>Erin Murphy, Director of Recovery and Wellness from Interfaith Services, gave an overview of its services.</i></p> <p>Interfaith Community Services has been helping people help themselves since 1976. When a group of faith communities came together to help their neighbors in need, their efforts made a more significant impact than ever. Now, Interfaith comprises five main areas: Supportive Services, Housing, Clinical &amp; Behavioral Health, Recovery &amp; Wellness, and Employment &amp; Economic Development. Under these clusters are multiple programs, services, and resources to help the communities. They are designed to overlap to access as many resources as necessary for their situation. With more than 300-member faith centers and over 150 dedicated staff, Interfaith offered support through North San Diego County to more than 17,000 unique individuals last year.</p>	<p>Erin Murphy</p>	

<p>Member B asked how someone in East County can use Interfaith Services? Erin responded. Unfortunately, they do not have any programs in East County.</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. In addition, members will get reminder calls the day before the appointment to ensure 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>Member A shared that he receives reminders from Blue Shield of California Promise Health Plan for wellness reminders to visit his primary care physician.</p> <p>Mona asked what Promise could do to ease these concerns when conducting outreach? Member B suggested that instead of asking for date of birth and home address, many scammers ask for similar information as an alternative to set up a password or pin.</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? Member B shared that there isn't a problem with an evening call or Saturday call. However, if she was calling on Saturday, she suggested calling no earlier than 9 am-10 am and leaving a message if you do not get through.</p>	<p>Mona Gonzalez</p>	<p>Follow-up with Mona regarding next steps based on member feedback received.</p>
<p><b>Closing Remarks and Adjournment</b> Araceli adjourned at 3:30 pm.</p>	<p>Araceli Garcia</p>	