



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

Date:	Tuesday, June 10, 2025
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 H, Blue Shield of California Promise Health Plan 8. Anwar Zoueihid, VP of Long-Term Services & Supports, Partners in Care Foundation 9. Halina Fardin, Program Develop Specialist, Worksite Wellness LA 10. Margie Harper, LA South-Central Mental Health Non- Profit <p>Committee Members absent:</p> <ol style="list-style-type: none"> 1. Member F, Blue Shield of California Promise Health Plan 2. Member I, Blue Shield of California Promise Health Plan 3. Connor Hannigan, Staff Attorney, Neighborhood Legal Services of Los Angeles County 4. Kristine Choulakian, Outreach Specialist, Personal Assistance Councils 5. Teri Morales, Pathways LA <p>Blue Shield of California Promise Health Plan Representatives present:</p> <ol style="list-style-type: none"> 1. Araceli Garcia, Program Manager, Consultant 2. Jennifer Nuovo, M.D., Chief Medical Officer 3. Jessica Shields, Operations Supervisor, Customer Care 4. Lisa Chadwell, Program Manager, Principal 5. Paul Vota, Senior Director, Strategic Programs 6. Sandra Rose, Senior Director, Community Programs
Agenda	<ol style="list-style-type: none"> I. Blue Shield Promise Health Plan Updates II. Re-cap of Q1-2025 Meeting III. Customer Service 101 IV. New Value-Added Benefits for Moms and Babies

	V. Open Discussion
	VI. Closing Remarks

Introductions and Welcome

- Araceli Garcia began the meeting with rollcall and went over the meeting logistics.
- Sandra Rose welcomed the committee and reviewed the agenda.

I. Blue Shield Promise Health Plan Update

• Community Climate Discussion

- Sandra Rose began with acknowledging the tensions and concerns in the community regarding immigration enforcement activities.
- Committee members shared their thoughts and experiences. (Due to the sensitive nature of the topic, all individual identifiers have been omitted.)
 - X expressed fear and anxiety, particularly related to family members who may be undocumented.
 - X noted fear preventing families from gathering in public places, citing a chilling effect on community cohesion.
 - X raised concerns on the potential administrative burden and coverage loss for low-income, undocumented, or disabled individuals.
- Committee members expressed gratitude for the discussion.

• Medi-Cal/Medicaid Program Changes

- Sandra Rose provided a high-level overview of some of the proposed state and federal policy changes to the Medi-Cal/Medicaid program that Blue Shield Promise is closely tracking, including:
 - Medi-Cal coverage for undocumented immigrants
 - Mandatory work requirements for individuals 19-64 years old enrolled in Medicaid
 - Restrictions on the use of federal matching funds for gender transition procedures
 - Additional administrative requirements for Medicaid re-enrollment

- **Community Resource Centers Update**

- Regarding the Community Resource Centers, Sandra Rose announced:
 - The back-to-school campaign launched in June and will run through August. We will distribute 21,000 backpacks at 30 events this year.
 - The 14th and final Community Resource Center opened last month in Lincoln Heights. The community grand opening is planned for July 19, 2025.

II. Recap of Q1-2025 Meeting

- Sandra Rose reviewed the topic from the Q1-2025 meeting, which was a general overview of immigration rights presented by longtime CAC member, Jack Dailey, from the Legal Aid Society of San Diego

III. Discussion: Customer Service 101

- Jessica Shields, Customer Care Operations Supervisor, gave an overview of Blue Shield Promise's member support services, with a focus on language services.
 - The key services discussed were:
 - Transportation for medical appointments and pharmacy visits
 - PCP changes and ID card reissues
 - Mobile/online account management tools
 - Interpreter and translation services
 - A more in-depth discussion was facilitated about the different types of languages services and how to request it.
 - A mock call was conducted to illustrate the step-by-step process to request an interpreter.
- Jessica Shields asked the committee about their experience requesting language services and feedback on how to enhance our processes.
 - Member C's caregiver expressed appreciation for interpretation services, especially for family members who speak only Spanish.
 - Member A suggested promoting interpreter services via newsletters and postcards.
 - Member B recommended creating short commercials to promote interpreter services.

IV. Discussion: New Value-Added Benefits for Moms and Babies

- Sandra Rose introduced the topic by explaining what a value-added benefit is and shared some background information.
 - A value-added benefit is an approved service offered in addition to the standard Medi-Cal benefits.
 - In Q4-2023, when Blue Shield Promise introduced the new GEDWorks benefit, we asked the CAC what other types of value-added benefits we should offer.
 - The CAC said additional support for moms and newborns is a top priority.
 - This feedback was shared with internal teams who have since developed a new value-added benefits package for birthing populations and newborns.
- Paul Vota, Senior Director of Strategic Programs for Blue Shield Promise, presented the new value-added benefits package and asked for feedback about the program design, outreach strategies, and other support services we should consider offering.
 - The goal of the new value-added benefits package is to support members during pregnancy, birth, and the child's first 12 months of life. The program is designed to promote preventive care.
 - The new value-added benefits package includes:
 - A supply kit delivered shortly after a newborn's birth; and
 - Up to four diaper and baby supply vouchers sent via email after key health milestones are completed
 - Blue Shield Promise will promote the new value-added benefit to members:
 - through care managers, customer care, outreach staff and providers
 - at community events
 - with community-based organizations
 - on the Blue Shield Promise website
 - through member materials such as the member handbook and newsletter
- The committee was supportive, and the feedback was positive.
 - Member H:
 - expressed strong support for home delivery of diapers and supplies
 - suggested separate check-ins specifically for emotional well-being in addition to physical postpartum assessments
 - recommended leveraging the Women, Infants, and Children (WIC) Program

- Member A:
 - suggested promoting practical life skills for new parents, such as basic financial literacy and time management
 - recommended adding planning tools or simple education on budgeting
- Margie Harper, from LA South-Central Mental Health Non-Profit suggested using social media, specifically TikTok, as an outreach tool.
- Dr. Nuovo affirmed that Blue Shield Promise will include information and resources such as:
 - Enrolling in the WIC Program
 - Applying for Supplemental Nutrition Assistance Program (SNAP) benefits referred to as CalFresh in California
 - Filing for state disability if eligible
- Paul Vota concluded the discussion with a commitment to return to the committee to refine the program upon approval of the new value-added benefit from the Department of Health Care Services (DHCS).

V. Closing Remarks

- 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 Q1-2025
 - Appeals Q1-2025
 - Appendix B: Blue Shield Promise Contacts