



2021 BLUE SHIELD OF CALIFORNIA QUALITY PROGRAM EVALUATION EXECUTIVE SUMMARY

Blue Shield of California's 2021 quality improvement (QI) program goals and objectives support the quality vision and quality strategy and drive us toward achieving our long-term goals. Detailed goals, objectives, and activities for the year are delineated in the 2021 Quality Work Plan. Overarching 2021 goals and objectives are listed below.

The 2021 Quality Program Evaluation documents the annual review of the Blue Shield of California's (BSC) Quality Improvement Program for all product lines. This evaluation serves as the foundation for the ongoing Quality Improvement activities described in the 2022 Quality Work Plan and any needed changes to the 2022 Quality Program Description.

Goals & Objectives of 2021 Quality Program:

- Deliver an exceptional quality program across the company.
- Improve members' experiences with services, care, and their own health outcomes.
- Improve the quality, safety, and efficiency of health care.

Accomplishments of 2021 Quality Program:

- Average reach rates across all Interactive Voice Response (IVR) programs are 25% higher than prior years.
- Let Blue Reward You incentive program saw success when eligibility expanded to those 18 years of age and older. The program had over 10,000 members attest to completing health activities that were rewarded.
- Members receiving CareTips continue to be satisfied with the program with about 85% satisfaction rate.
- 22 out of 44 Accountable Care Organizations (ACOs) and 14 non-ACOs signed participation agreements with Manifest MedEx.
- In light of COVID-19, Medicare members took advantage of mailed test kits and in-home/virtual health visits.
- The Credentialing department improved turnaround times and backlog despite reduction in staff and the lack of automation.
- Potential Quality Issues (PQI) average turnaround time goal was met.
- Customer Care Department met both goals for abandonment rate (<5%) and rate of calls answered within 30 seconds (80%).

- BSC conducted 100% timely annual audits and monitoring of delegated groups for Claims, Utilization Management, and Credentialing.
- BSC conducted 2,695 Annual Wellness Exam (AWE), which continues to reward network providers for ensuring their Medicare Advantage members receive an annual comprehensive health evaluation.
- 87 out of 146 participating Blue Shield Commercial HMO providers in the Align.Measure.Perform (AMP) program earned an incentive payout totaling \$7.6 million dollars.
- In 2021, the Quality Improvement (QI) team launched a project to support provider to member outreach using HealthCrowd, a multi-modal communication platform.
- QI Team improved a majority of ACO HMO measures with their ACO partners (22 out of 39 measures).

2021 Barriers and Opportunities:

- In addition to COVID-19 and COVID-19 variants, shelter in place orders increased member hesitancy and the ability for members to access routine or non-emergent care.
- COVID-19 and COVID-19 variants had a significant impact on staffing, provider outreach/engagement, and data flows with provider offices.
- Data challenges and system migrations continue to impact data integrity and led to discrepancies in analysis for member and provider initiatives.