

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

Date:	Wednesday, June 5, 2024
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"> <li>1. Member A, Blue Shield of California Promise Health Plan</li> <li>2. Member B, Blue Shield of California Promise Health Plan</li> <li>3. Member C, Blue Shield of California Promise Health Plan</li> <li>4. Member D, Blue Shield of California Promise Health Plan</li> <li>5. Member E, Blue Shield of California Promise Health Plan</li> <li>6. Member F, Blue Shield of California Promise Health Plan</li> <li>7. Member G, Blue Shield of California Promise Health Plan</li> <li>8. Member H, Blue Shield of California Promise Health Plan</li> <li>9. Anwar Zoueihid, VP of Long-Term Services &amp; Supports, Partners in Care Foundation</li> <li>10. Connor Hannigan, Staff Attorney, Neighborhood Legal Services of Los Angeles County</li> <li>11. Halina Fardin, Program Develop Specialist, Worksite Wellness LA</li> <li>12. Kristine Choulakian, Outreach Specialist, Personal Assistance Councils</li> <li>13. Lisa Cahill, Chief Operating Officer, Pathways LA</li> <li>14. Margie Harper, LA South-Central Mental Health Non-Profit</li> <li>15. Richard Ayoub, CEO, Project Angel Food</li> </ol> <p>Committee Members absent:</p> <ol style="list-style-type: none"> <li>1. Lisa Cahill, Chief Operating Officer, Pathways LA</li> </ol> <p>Blue Shield of California Promise Health Plan Representatives present:</p> <ol style="list-style-type: none"> <li>1. Araceli Garcia, Program Manager, Senior</li> <li>2. Jennifer Nuovo, M.D., Chief Medical Officer</li> <li>3. Jennifer Schirmer, Vice President, Medi-Cal Growth</li> <li>4. Kimberly Cofield, Director, Product Strategy</li> <li>5. Nairi Varteressian, Sr. Manager, Product and Strategy</li> <li>6. Nwamaka Obidegwu, Program Manager, Principal</li> <li>7. Sandra Rose, Senior Director, Community Programs</li> </ol> <p>Members of the Public</p> <ol style="list-style-type: none"> <li>1. No members of the public in attendees</li> </ol>

<b>Agenda:</b>	<ul style="list-style-type: none"> <li>I. Blue Shield Promise Health Plan Updates</li> <li>II. Re-cap of Q1-2024 Meeting</li> <li>III. Medi-Cal Informational Videos</li> <li>IV. Member Incentives</li> <li>V. Ombudsman Update</li> <li>VI. Discussion</li> <li>VII. Closing Remarks</li> </ul>
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## Introductions and Welcome

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

### I. Blue Shield Promise Health Plan Update

- Jennifer Schirmer provided an update on the newly opened Panorama City Community Resource Center.
  - The ribbon cutting ceremony was a success, with a significant turnout and engaging speakers.
  - Services offered at the Community Resource Centers include:
    - Fitness classes such as Zumba, Pilates, and yoga
    - Healthy cooking classes
    - Assistance with health coverage options, Medi-Cal renewals, and connecting individuals to resources for health and social needs.
  - The Community Resource Centers are open to everyone in the community, not just members of Blue Shield Promise and LA Care, and all services are free.

### II. Recap of Q1-2024 Community Advisory Committee Meeting

- Sandra Rose reviewed the topics and action items from the Q1-2024 meeting.
  - The CAC discussed the Blue Shield Promise marketing plan and provided feedback about specific design elements for marketing and collateral materials.
  - Based on the CAC feedback, Blue Shield Promise created and launched new out-of-home assets including bus wraps, billboards, and transit shelter signs.
  - Q1-2024 multi-media results exceeded planned goal by gaining over 100M impressions (the number of opportunities people have to view the campaign)

### III. Discussion: Medi-Cal Informational Videos

- Kimberly Cofield provided background about the Medi-Cal informational videos, led a discussion to get feedback on two draft videos, and shared three draft video scripts for the CAC's review.

- Background:
  - In 2023, the CAC recommended Blue Shield Promise create short videos to put on the Blue Shield Promise website.
  - The purpose of the videos is to help members:
    - Navigate the health plan
    - Understand benefits and services
    - Address common concerns and questions
  - 14 video topics were identified, grouped into three categories:
    - Getting started with your health plan
    - Covering benefits and services
    - General health tips
  
- Discussion:
  - The CAC watched two short videos
    - Medical ID Cards and When to Use Them
    - Primary Care Physician and Medical Group
  - Richard Ayoub appreciated the representation of different voices.
  - Member C's caregiver and Connor Hannigan found the videos helpful and emphasized the importance of addressing common questions.
  - Anwar Zoueihid suggested including information about the app availability for Android users.
  - Member B raised a question about the lines on the ID cards, which were clarified.
  - Member A and other committee members suggested breaking down the Primary Care Physician and Medical Group video into shorter, more focused segments.
  - Kimberly expressed appreciation for all the feedback and said revisions will be made based on the committee's comments.
  
- Action Items:
  - Kimberly Cofield will follow up on the availability of the app for Android users and ensure it is included in the final videos.
  - Kimberly Cofield asked the CAC to give Araceli Garcia feedback on three new scripts.

#### IV. Discussion: 2024 Member Incentive Program: My Wellness Rewards

- Nwamaka Obidegwu gave an overview of the Blue Shield Promise member incentive program and asked the CAC about their experiences and thoughts about incentives.
  - The goal of the program is to improve the quality of care of members by incentivizing them to complete select preventive health care activities.
  - The program is administered by Blue Shield Promise and HealthMine, an incentive vendor.
  - Incentives range from \$10 to \$50 per completed health activity, with the program running from April to the end of the year.

- Incentives are available for:
  - Well Child Visits Part I (age birth to 15 months)
  - Well Child Visits Part II (age 15 months to 30 months)
  - Annual Well Child Visit (ages 3-17)
  - Annual Well Child Visit (ages 18-21)
  - Adolescent Immunizations
  - HPV Shots (ages 10-12)
  - Flu Shots (ages 6 months-2)
  - Lead Testing
  - Cervical Cancer Screening
  - Breast Cancer Screening
  - Diabetes Blood Test (A1C) – offered in Q4 only
- Members can create an online account to view available activities and attest to completed services. A call center option is also available.
- Blue Shield Promised informed members by mail and conducted telephonic outreach.
- Member B raised concerns about the necessity of creating an online account, suggesting an offline option.
- Member F and Member C's caregiver appreciated the incentive program.
- Member A suggested including incentives for older adults.
- Member C suggested providing incentives for addressing cognitive health issues among the elderly.
- Nwamaka Obidegwu acknowledged the feedback and noted areas for potential improvement.

## V. Ombudsman Presentation

- Connor Hannigan, from Neighborhood Legal Services, presented and led a discussion about In-Home Supportive Services (IHSS).
  - IHSS is a program for Medi-Cal recipients who need skilled nursing facility-level care but can be assisted at home to avoid institutionalization.
  - IHSS includes:
    - Meal preparation
    - Laundry
    - Bathing and grooming
    - Prescription management and monitoring.
  - Neighborhood Legal Services can provide information and enrollment assistance to individuals who may be eligible for IHSS.

## VI. Open Discussion

- Member A strongly recommended creating a complete guide listing preventive exams needed after age 50, such as colonoscopies and prostate exams.

- Jennifer Schirmer and Dr. Nuovo thanked everyone for their time and feedback. They acknowledged how important it is to get the CAC's input to improve Blue Shield Promise's programs and services.

## VII. Closing and Adjournment

- Sandra Rose concluded the meeting by thanking the committee and reminding the group to review the appendix materials.
  - Appendix A: Standing Reports
    - Membership & Interpreter Services
    - Grievances Q1-2024
    - Appeals Q1-2024
  - Appendix B: Blue Shield Promise Contacts