



MEETING OF BLUE SHIELD OF CALIFORNIA PROMISE HEALTH PLAN
SAN DIEGO COMMUNITY ADVISORY COMMITTEE (CAC)

Date/Time:	Tuesday, June 9, 2026 1:30 – 3:00 p.m.
Location:	Hybrid (Virtual and in-person: 3131 Camino Del Rio, North Suite 1300, San Diego, CA 92108)
Attendance:	Committee Members present: 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 F, Blue Shield of California Promise Health Plan 7. Member G, Blue Shield of California Promise Health Plan 8. Member H, Blue Shield of California Promise Health Plan 9. Chris Almeida, San Diego American Indian Health Center 10. Jack Dailey, Consumer Center for Health Education and Advocacy, Legal Aid Society of San Diego, Inc. 11. Eygiel Limbo, Promise2Kids 12. Rick Ochocki, National Alliance on Mental Illness (NAMI) 13. Aidee Roman, San Diego 211 14. Leticia Zuno, Access to Independence Blue Shield of California Promise Health Plan Representatives present: 1. Araceli Garcia, Program Manager, Consultant 2. Rosa Hernandez, Sr. Manager, Health Education and Cultural & Linguistic 3. Jennifer Nuovo, M.D., Chief Medical Officer 4. Sandra Rose, Senior Director, Community Programs 5. Ysobel Smith, Director, Program Management 6. Jasmine Taylor-Mason, Program Manager, Senior, Medi-Cal Maternal, Infant, and Child Health Equity Team
Agenda	I. Blue Shield of California Promise Updates II. Re-cap of Q1-2026 Meeting III. Doula Benefit Covered Services IV. Population Health Management V. Member Flyer: Translation Services Report Back VI. Ombudsman Report VII. Open Discussion/Closing Remarks

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 of California Promise Health Plan Updates

- Sandra Rose provided the following updates:

1. Medi-Cal Member Retention Efforts

- Medi-Cal member retention efforts continue to be a top priority.
- Blue Shield Promise is implementing a community outreach and education strategy to support member retention, including organizing resource events to assist with renewals and informational sessions for non-profit organizations.
- Blue Shield Promise is coordinating with the other managed care plans to host townhalls modeled after the county's CalAIM townhall series to inform the community about upcoming changes to the Medi-Cal program.

2. Resource Centers

- Blue Shield Promise announced an exclusive, 10-year naming right's sponsorship of the Chicano Federation Community Resource Center at Barrio Station called the Promise Center.
- Blue Shield Promise is also working on opening its own Resource Center in San Diego later this year.
- More details about both centers will be shared as the opening dates draw closer.

II. Recap of Q1-2026 Meeting

- Sandra Rose reviewed the topics discussed during the Q1-2026 meeting:

1. Community Reinvestment Plan

- Blue Shield Promise is carefully considering the recommendations from the committee, along with feedback from the other advisory committees and staff. Blue Shield Promise will meet with the county public health and

behavioral health departments to finalize the Community Reinvestment Plan in preparation for submitting it on September 1, 2026.

2. Member Portal

- Feedback from the committee is being incorporated into future system improvements.

III. Discussion: Doula Benefit Covered Services

- Jasmine Taylor-Mason presented an overview of the Medi-Cal doula benefit. She explained:
 - Doula services have been offered since January 2023 for members in Los Angeles and San Diego counties.
 - Doula services include emotional, physical, and educational support during pregnancy, childbirth, and up to one year postpartum.
 - Specifically, doulas provide labor and delivery support, health navigation, lactation support, and resource linkages.
- Committee members discussed:
 - There is a need for more awareness about the doula benefit.
 - It was suggested to increase outreach through flyers and community engagement.
 - Clarify eligibility and the number of visits available.
 - Overall, there was strong support for the doula benefit and expanding access to these services.

IV. Discussion: Population Health Management

- Ysobel Smith presented on maternal and infant health care management programs. She explained:
 - This is an integrated care model designed to support members from pregnancy through postpartum and early childhood.
 - Services include:

- Individualized assessments
 - Care coordination
 - Connection to resources such as WIC, lactation support, and community-based services
 - Support for prenatal, postpartum, and well-child visits
- Committee members discussed:
 - The need to expand outreach and engagement, including in the East County.
 - The importance of frequent, clear and targeted communications about these services.

V. Discussion: Member Flyer: Translation Services Report Back

- Rosa Hernandez presented a draft flyer on language services and requested feedback.
- The flyer was developed based on feedback from the Blue Shield Promise advisory committees about the need for more information about language services, including: interpreter services, translation services, and materials in alternative formats.
- The Committee recommendations included:
 - Use a clear and bold title to improve visibility
 - Clarify why professional interpreters are preferred over family members
 - Reduce repetitive messaging to improve clarity
 - Provide more detailed expectations for telephone interpreter use
 - Include examples of available formats and translated materials
- The next steps are:
 - Revise flyer based on feedback
 - Develop a formatted version for future review
 - Translate the flyer into multiple languages and distribute broadly

VI. Discussion: Ombudsman Report

- Jack Dailey provided the Ombudsman Report.
 - The Ombudsman Office has seen an increase in requests for assistance from Medi-Cal members seeking to reinstate their coverage.

- Common challenges including missing or misunderstood renewal forms and requests for documentation that Medi-Cal Members may not have expected to provide.
- There is confusion and concern regarding the upcoming changes to the Medi-Cal program.
- Additionally, changes to Medi-Cal dental coverage for certain populations beginning July 2026 may affect access to dental services for some members.

VII. Open Discussion/Closing Remarks

- Sandra Rose concluded the meeting by thanking the committee for their time and feedback and reminding the group to review the materials in the appendix.
 - Appendix A: Standing Reports
 - Membership & Interpreter Services
 - Appendix B: Key Contacts
 - Blue Shield Promise Contacts