

BAYOU HEALTH REPORTING

REPORT INFORMATION

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Definitions and instructions:

- **Reporting quarter**

1st Quarter, March 2022

- **Agenda topics**

- Introductions
- Health plan updates
- Healthy Blue public website review
- Group discussion - takeaways

- **Introductions**

- All attendees gave their name, title, and organization they were representing.
- Peter Lambousy, Director of Marketing, thanked everyone for taking the time to join.
- XXXXXXXXXXXX attended the meeting in a dual role — a representative from the Shreve-Memorial Library, Wallette Branch, and also as a mother of a Healthy Blue member.
- Peter stated that during this meeting, we were going to take a look at the Healthy Blue public website. We want to look at it with a couple of objectives. We need criticism on the architecture of the site — meaning how it's laid out with the menu buttons.

- **Health plan updates**

- Current total membership: 357,181 (as reported by an LDH report in March 2022).
- The increase in membership is unfortunately due to the COVID-19 pandemic.
- The COVID-19 public health emergency through the Centers for Medicare and Medicaid Services (CMS) and the State deemed it appropriate to suspend renewals and recertifications during the pandemic so no one would be in jeopardy of losing their needed coverage.
- If you were status quo, you should not have lost coverage since March of 2020.

- CMS and the federal government are reviewing how much longer they will extend the public health emergency. It's currently now extended until April 14, 2022. There are talks of it being extended for an additional 90 days, but confirmation hasn't been confirmed.
 - Once the public health emergency ends, there will be a notification period. The Louisiana Department of Health (LDH), along with the managed care organization (MCO)s, will start communicating which members will come up for renewal.
 - The indication right now is the majority will still fall under normal renewal month.
 - The community partners are interacting with members and Medicaid recipients on a daily basis. It's very important to convey this information.
 - We as a health plan, along with the other MCOs in the market right now, will also provide this information. We all can be a resource.
 - Convey that not only will they have to recertify their eligibility for Medicaid in the next 12 months after the public health emergency has ended, but that they also need to confirm or make sure they call the health plans, or go to the State's LDH Medicaid website on their own member portal and update their address information. This is very crucial because the renewal information that comes from the State will go to that address.
 - Open enrollment was October 15 - November 30, 2021, with a January 1st effective date. The grace period will be January 1st - March 31st, 2022. If a member made a choice and was unhappy with the choice, they are allowed to make a change. Reasons for changing may include provider not in network, or not getting the services or care they need.
 - Off-cycle changes are allowed by LDH, but there are specific reasons. You can find those reasons within the Healthy Blue handbook and within the handbooks of other MCOs of when you can make a voluntary change within the year.
 - We are still under an emergency contract right now that is in place from January 1st - December 31st.
- **Website discussion and goal objectives**
 - **Healthy Blue Louisiana website address: myhealthybluela.com.**
 - Review Healthy Blue website for:
 - Ease of use – can information be accessed easily; is the site easy to navigate?
 - Does the content address members' needs?
 - Is the website frustrating to visit?
 - Are the messages easy to understand?
 - Does the site look and feel professional?
 - Suggestions/Feedback for improvement.
- Begin sharing screen with Healthy Blue website*
- **Opportunity to share feedback on various topics, issues or complaints regarding Healthy Blue services.**
 - Peter shared his screen to show the website. The site is mobile ready.
 - Peter discussed the basic architecture of the site before discussing the messaging.
 - Press the Healthy Blue logo to go back to the home page.
 - Our main menu buttons are **Benefits, Care, and Support**.
 - The **Benefits** section on the home page lists services offered such as Medicaid and Medicaid Expansion. Medicaid Expansion is one of the more rapidly growing areas for adults. Traditionally, it was not offered in the state. It came in to play on July 1, 2016. Other services under the **Benefits** section are Mental Health and Substance Use Services. These are our behavioral health only products. All Medicaid has behavioral health and substance use services, but then there are a subset of the overall population that just have behavioral health only services. For members who are classified as behavioral health only, the pharmacy benefits are provided by the State instead of Healthy Blue.
 - The 'help for members impacted by hurricanes' message is still on the website. There are still many people impacted due to the severity of the storms. Supply chain issues that the COVID-19 pandemic had presented, along with inflation issues, are also affecting members.

- *Criticism* – The home page is a really long page. Peter asked when you are on the phone looking at the website, if this was a deterrent to have to continue scrolling down. Would it be a better situation if it was more compacted, or if there were some type of menu on the side that gave you more like a ledger or menu of choices?
- Martha Marak of the Food Bank of Northwest Louisiana stated she likes the page because it's clean and simple. She doesn't mind scrolling down, and thinks it's easier to navigate – rather than throwing a lot on one page. “I think if it's on a phone and you try to condense it to put too much on one page, it's really hard to see.”
- Susan Reihn of Families Helping Families of SWLA stated, “I agree with Martha. We have been conditioned to scroll down. I like that there is some white space on the page so that there's not so much to look at and navigate around.”
- Peter Lambousy – “A lot of people were concerned about the length of the pages and if that was causing issues for people not scrolling down and not seeing the information.”
- As far as information on the home page, obviously, hurricanes are on the forefront of our minds. We always try to make sure we have emergency planning on there along with COVID-19 information. Also, sections on keeping your Medicaid information up to date to maintain coverage; the difference between Medicaid and Behavioral Health services; announcements; information on fraud, waste and abuse; information about Healthy Blue; and then an ending menu.
- This is a public site. Members can select the **Login** option to get login help (if needed), access their personal claims information, get their ID cards, and more. Member resources such as the handbook can be obtained from the public site.
- Peter Lambousy – “Is there any information that you feel that would be great if you put up some more information on the front of this or have some access to that; any thoughts?”
- Mary Schultheis of Crescent City WIC – “One of the things I like is the mobile app. There are programs like Women, Infants, and Children (WIC). Our moms are using a lot of mobile apps. I actually just went on the site and pulled the link, I will be posting it on our social media page as a did you know Healthy Blue had a mobile app.”
- Peter Lambousy – “One of our big initiatives this year is to put in place a new board-approved mobile app in 2021. We got over 50,000 members registered on the mobile app, but we have a very aggressive goal of getting a large majority registered. The mobile app allows you to have your ID card with you all the time. It also allows you to have claims information, resource information, and health education information.”
- Peter Lambousy – “We have Community Resources under Benefits. Does it makes sense to have them more forefront on the page? Would someone know to click on Medicaid under Benefits to get the handbook?”
- Lisa Ellsworth, Marketing Community Relations Representative for Healthy Blue – Would like to see the handbook more visible. “There's a lot of times when we are out in the public, and they're asking questions and I would love to refer them to the handbook. If there were a separate section on the home page or somehow making it more visible.”
- Kimberly Hollard of Providence Community Housing stated in the chat, “Lisa, easy access to the handbook would be great for many of our residents who have questions about their benefits.”
- Peter Lambousy – “There might be a way with these tools that we can add it. I'll get with our website team to see what we can add in - like here's a direct link to the member handbook, etc. This is just the basics of the Medicaid app. This gives you the overview of the services we offer, the quick education of zero copay on doctors, eye exams, and low-cost prescriptions. Most and the majority of prescriptions are no cost. The pharmacy benefit is one of the most utilized benefits that anyone has. There is a set formulary list that LDH provides that we must follow. Then to schedule a ride, we work with a company called MediTrans. The phone number is **866-430-1101**. Basic information about how to set up the ride can be obtained by calling them. If you need a ride set up immediately, you have to call the plan, or call the customer service number on the back of the ID card.”
- Peter Lambousy – “Does it makes sense the way everything is laid out?”

- Member Resources - Another place you can get member handbooks and helpful resources in case you need to file grievances or appeals, find benefits material, provider directories, member newsletters, and preventive health guidelines, and if you suspect fraud, waste, and abuse. At the bottom is the Health Education Advisory Committee minutes.
- Mary Schultheis – “I had a chance to go through the app, and one thing that I like, it will ask the member how they rate the app. Is it easy to use? Look like there’s about 10 or 12 questions.”
- Riichi Torres Oyama, Accreditation Consultant-National Medicaid Team stated in the chat, “maybe a member resources tab on the front page that drops down to all of the member resources details.”
- The **Care** section on home page - The big part of this section is the Find a Doctor resource. This is where our provider search is. A lot of companies along with ourselves, we use an outside vendor to do this, so when it does that, it pushes you to another outside site, even though it’s a Healthy Blue site. You enter LA Medicaid, county, and ZIP code, then you will see the general categories such as Primary Care, Behavioral Health, Lab (blood work), Imaging (MRI or X-ray), Pharmacy and Hospital, and it can also be refined by doctor’s name.
- The dentist is for our adult dental program. This is a very important part. We offer an adult dental value-added benefit, meaning it is not a covered service by Medicaid. We offer a basic cleaning and simple extraction to adult members 21 and over. There is actually a dental children program. This is a program through LDH, but that is handled by two other companies, and one of those being Denta Quest, which also happens to handle our adult dental value-added benefit. So there’s confusion with people thinking Healthy Blue administers the children’s benefit, but we don’t. The other company is Manage Care North America or MCNA. A child could have either one of these policies, depending on what they selected when they went on board with the dental program, but this is who they would contact as opposed to contacting Healthy Blue. It’s important to note that if someone is not getting the dental responses they need, it really depends on if they’re an adult or a child. Children are under a different contract. They are not under what we have with LDH.
- Health and Wellness – This is where we get in to all the health topics such as asthma, cold, flu and pneumonia, diabetes, fit body, fit mind, heart disease, pregnancy and women’s health, alcohol and drug free, and tobacco free.
- Health Risk Screeners – When members come onboard to Healthy Blue, we ask that they complete this, and if they haven’t, or if anything changes, go in and update by clicking **Complete my HRS**.
- We have a partnership with this company called Common Ground, which offers a huge library of resources. This is all free information that is provided to our members on different topics such as healing and recovery, managing symptoms, restoring mental health and building healthy habits. It is public information, and can be used by anyone.
- The **Support** section on home page – Contact us, Information – if you ever need to contact us, you can get in touch with us, you can get in touch with whoever you work with in your area, or call or email Peter Lambousy, directly.
- Welcome New Members – Medicaid – It’s about understanding your benefits. There are videos on topics such as understand your benefits, put our tools to work for you, know your primary care provider (PCP), tell us about your health and emergency room (ER) or urgent care? All videos are in English and Spanish.
- Riichi Torres Oyama stated in chat, “I love the videos.”
- Peter Lambousy – “Is that appealing to people to be able to have short videos to watch?”
- Alisa Stevens of SWLA Center for Health Services, stated in the chat, “I like videos”.
- Kristen Copenhaver of Family Tree Lafayette, stated in the chat, “more videos”.
- Lisa Ellsworth – “They’re buried so far in there, it’s hard to find them. I think they’re really good and give a good quick overview of some of the benefits. If there’s a way in the drop down to say, “videos,” letting you know there’s a video you can watch about your benefits.
- Brooke Deykin, Director of HCMS for Healthy Blue – “A lot of the videos are buried. Try something to make it easier to find, such as icons off to the side, labeled “videos about benefits”, click, and then you’re there.”
- Lisa Ellsworth stated in the chat, “yes, love the icon idea.”

- Peter Lambousy – “thanks for the suggestions. Sometimes the hardest thing is how would you know to go to new member, if you’re looking to understand new benefits. That’s a good suggestion.”
 - Emergency Preparedness – We always advise to go the GOHSEP, the governor’s website on Emergency Preparedness and LDH because they are the leading authorities on information. We will be conveying information that they are supplying us.
 - Community Resource Link – Get the support you need – My Autism Team, Love My Provider, and No-cost help for problem gambling. Enter your ZIP code, and it will bring you to another site. We contract with a company called Find Help that provides this information. These are the resources you can find once you enter your ZIP code: Food, Housing, Goods, Transit, Health, Money, Care, Education, Work, and Legal. This will give you the resources in and around your area. There are a number of different companies that offer this resource, and each MCO or health plan that offers Medicaid in the state has these sites and services. The majority of the resources are non-profits working in your area.
 - Kimberly Hollard stated in the chat, “that resource is a great amenity. We use Aunt Bertha all the time.”
 - Kathy Victorian, Medicaid Territory Marketing Manager, stated in the chat, as a response to Kimberly Hollard, “So happy you use this resource. Also, Find Help is formerly Aunt Bertha.”
 - Peter’s criticism – “This one, to me, seems really buried. Would you even know to go there to find that out? I really want to see if we could push it to our home page. Any thoughts?”
 - Walthena Gosa, Program Manager for Healthy Blue stated in the chat, “I agree with moving the “resource” radio button to make it easier to locate.”
 - Lisa Ellsworth – “I have a question for our community partners on the call – that maybe if they have some of these resources available but they’re not listed on this website – how do they submit this information?”
 - Peter Lambousy – “That’s a good idea. We are always very careful on those sites about whether they are registered or not. If you go on the site and don’t see your organization, we can put you in touch with Find Help and get you into that directory. Do we put another page with community organizations that Healthy Blue works with, is that something of interest?”
 - Mary Schultheis – “Yes, it’s a great idea.”
 - Brooke Deykin, Director of HCMS for Healthy Blue – “They can always be added to Find Help.org. They can add themselves, or request to be added as a community resource.
 - Peter Lambousy – Placed the link in the chat <https://www.findhelp.org/>.
 - Kimberly Hollard – “I was wondering if your team was looking at accessibility when it comes to the website. One of the things that a national network we belong to has really been diving into is website accessibility for the blind. How you make something more accessible for people who have either processing challenges or making it accessible for people with other physical challenges when they are interacting with the website? We were approached by a company called Access-i-b, that does not only a website audit but also implement tools where you have click boxes as the end user for anyone that has a visual, auditory, or processing challenge when using a website. The site came from 508 compliant.”
 - Lisa Ellsworth, stated in the chat, “great info Kimberly.”
 - Peter Lambousy – “Members can call in and get information in braille or large print. This is a CMS and State requirement.”
 - Kimberly Hollard – “The State Department of Health uses Access-i-b on their website.
 - Peter Lambousy – Shared the LDH website for everyone on the meeting to see the different tabs.
- **Group discussion - takeaways**
 - Peter Lambousy – Will get with compliance and legal team regarding adding another page for the community organizations Healthy Blue works with.

- Peter Lambousy – Will ask the people that man the site to see what we are doing to make the website accessible for people with visual, auditory, and processing challenges, such as implementing the click boxes.