

BAYOU HEALTH REPORTING

REPORT INFORMATION

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- **Reporting quarter**

4th Quarter, December, 2022

- **Agenda topics**

- Introductions
- Health plan updates
- HEAC purpose
- Group discussion – takeaways

- **Introductions**

- **Attendees:**
- Kathy Victorian-Healthy Blue Medicaid Territory Marketing Manager, Cassie Sibenaller-Marketing Coordinator Sr., Rashad Bristo-Healthy Blue Community Relations Rep, Patricia Prudhomme-Christus Ochsner SWLA Foundation, Barbara White-Affinity Health Group, Anittra Davis-East Baton Rouge Housing Authority, Susan Riehn-Families Helping Families of SWLA, Pashion Norman-Healthy Blue BH Liaison, Robert Blue-Healthy Blue Tribal Liaison, Eman Williams-LA Department of Health, Robin Bennett-Healthy Blue Community Relations Rep, Denise Malecki-Public Relations Director for Elevance Health, Nasheika Malbrough-Southwest LA Center for Health Services, Christopher Wallace-Healthy Blue Program Consultant, Aleksandra Richardson-Accreditation Manager of Elevance Health, Tonya Hoover-The Family Tree-Healthy Start Program, Monette Bourque-Healthy Blue Community Relations Rep.
- Two members were in attendance-XXXXXXX and XXXXXXX. Member was unable to hear due to the inclement weather, so she disconnected from the call. Member emailed and asked for meeting updates. A copy of the presentation was emailed to her.
- Peter Lambousy, Director of Marketing, could not attend today's meeting due to a scheduling conflict.
- Kathy Victorian, Healthy Blue Medicaid Territory Marketing Manager, oversaw the meeting in Peter's absence.
- Kathy mentioned that the Caddo Parish was hit by tornados last night and asked everyone in the meeting to keep them in prayer.

- **Health plan updates**
 - Our current total membership is 371,520.
 - We are still under the COVID-19 public health emergency (PHE). It has been extended to October 13, 2022.
 - **Membership reassignment**
 - All Medicaid enrollees, except members in high need categories, were redistributed/reassigned to create a more equal distribution among the six MCOs that will be effective for the new contract on January 1, 2023.
 - **October 26 – November 6, 2022**
 - Transfer grace period — November 8 to March 31, 2023.
- **HEAC purpose**
 - The mission of the Health Education Advisory Committee (HEAC) is to promote a joint effort between health plan, members, community advocacy groups, and providers to enhance the delivery system in local communities while maintaining member focus.
 - **Goals of the HEAC are to:**
 - Provide members insight and perspective about the development and implementation of programs and services.
 - Provide members insight and perspective to improve the quality of care and service.
 - Ensure that materials and programs meet language and cultural competency requirements, are understandable for members, and address the health education needs of members.
 - Coordinate health education and outreach program development with appropriate community health education programs and services.
 - Provide advice and support about activities designed to improve member satisfaction with the health plan and its program and services.
 - Provide suggestions about the member website marketing materials.
 - **HEAC core plan:**
 - Committee members will provide input into the annual review of policies, procedures, and programs for quality management (QM) and marketing.
 - Identify cultural values and beliefs that must be considered in developing culturally competent healthcare programs.
 - Review member materials for language requirements, cultural competency, and reading comprehension.
 - Members will give input into the annual review of policies, procedures, and programs for QM and Marketing, identify cultural values and beliefs that must be considered in developing culturally competent healthcare programs, review member materials for language requirements, cultural competency and reading comprehension, identify health education needs of the membership, provide information about healthcare barriers and gaps within the local communities, and give feedback about activities aimed to improve member satisfaction and health plan programs and services.
 - Identify health education needs of the membership.
 - Provide information about healthcare barriers and gaps within the local communities.
 - Provide feedback about activities designed to improve member satisfaction and health plan programs and services.
 - **Organizational structure:**
 - Every effort will be made to ensure the committee reflects the population and community served. Committee members are comprised of the following:
 - ◇ Quality management leaders
 - ◇ Member advocates
 - ◇ Network providers

- ◇ Community representatives
- ◇ Health plan members/families/parents/guardians
- ◇ Advocacy groups
- ◇ Health educators

- **Takeaways**

Member – “I love Healthy Blue, and that’s why I’ve been with Healthy Blue for many years. I called in to the 1-800 number for possible gym membership, and I know that some plans cover a certain cost for that. The reason why I’m asking is not so much for obesity, but more for my health condition. Last year, I had a partial mastectomy and to keep my condition from going to the next phase or even having chemotherapy, it’s important that I follow a certain diet and exercise. I just thought that the insurance plans could look into covering even a small cost because it encourages people. My primary care physician sent me to a nutritionist, and it was very helpful. The plan covered two visits, but it was so helpful that continuing it all the time helps in making sure I maintain a healthy renal diet. I thank Healthy Blue for having me.”

Riichi Torres-Oyama – “I’m replying to Ms. Lowe. I will reach out to medical director who runs a Zumba class that may be free to our Healthy Blue members. The classes may be done virtually as well.”

Patricia Prudhomme – “I have a long-term love with Healthy Blue. Southwest Louisiana, for the first time, I feel like I’m getting a breath that we are not just focused on disaster recovery. Now we are looking at, and I’m just using car seat safety check as an example, but now I find us going to find programs that were stopped even before the hurricane with COVID. We’re at the first sign that we will be bringing those things back. I think that’s huge; there’s a huge step forward. We had substantial meetings around the car seat checks. That was the first glimpse of life before all of these things. That signals a shift in all the services we are going to try to provide. I don’t take away from a lot of us is still working through recovery and disaster recovery, but it is now a much smaller amount and a lot of people focused on taking care of those people. The first federal money is about to hit. Unlike Rita, probably it happened for six months, but were two years in but were going to see a bunch of money go for housing recovery to catch the last people who were not insured. I think it’s positive news for us. If we want to start looking at what we can do together in 2023, we can start looking at more direct services. We can look at what we were doing around feeding. We are still seeing a lot around food insecurity but also some of the services that we were providing to our families that COVID stopped, and that’s what we’re taking inventory of now.”

Martha Marak – “My message is more that of thanks. We are so grateful for the partnership and for Rashad’s support and help. Rashad serves on our board of directors. It seems that we are constantly in the same space wherever we are. He’s invited us multiple times to events he’s had in NWLA where we can get in front of our neighbors and help them fight food insecurity. Like Patricia said, COVID has been very difficult, and it has definitely taken a toll on the surplus food supply that all foodbanks depend on. As we see as consumers, the price of food has increased, and so the challenge has been to continue to provide not just food but healthy food. We are doing the very best we can, and we’re grateful for the partnership with Healthy Blue. It is so nice and refreshing to have a partner that truly understands the neighbors that we help. You see the same thing that we see, so we are just thrilled to be in this partnership together. We are working on things; our new strategic plan for things to come. We are looking at creative ways to help our food-insecure population in Northwest Louisiana. We have some great things planned down the road. So happy to be a part of this meeting to share what we do.”

Nakeisha Malbrough – “I’m very thankful for our partnership with Healthy Blue. We work really closely with Ms. Monette, and she is a God send. Anytime there is anything that can benefit our community, she is there. She’s easy to contact, and it’s just been an amazing partnership.”

Susan Riehn – “I just want to say thank you to Monette. She’s always there when we need her. She’s everywhere. She’s all over the community doing great things, and I’m so happy to be able to have her on speed dial. I’m so happy we’re able to say, ‘hey, Monette, we need help with this,’ and she helps us pretty quickly, too. I’m thankful for Healthy Blue, Monette, and Rashad.”