

BAYOU HEALTH REPORTING

REPORT INFORMATION

Health Plan ID: 2162519
Health Plan Name: Healthy Blue
Health Plan Contact: Gerri Smith
Health Plan Contact Email: gerri.smith@healthybluelua.com
Report Quarter: 3rd Quarter 2023
Date Completed:

Document ID: 139
Document Name: Member Advisory Council (Minutes)
Reporting Frequency: Quarterly
Report Due Date: April 30, July 31, October 31, and January 31
Subject Matter: Member Services
Document Type: Word Document

Definitions and Instructions:

- **Reporting Quarter**

3rd Quarter, September, 2023

- **Agenda Topics**

- Introductions
- Health plan updates
- Truth Initiative
- Whole health
- Supporting our diverse membership
- COVID-19 unwind/member renewals
- Take aways

- **Introductions**

- **Member Attendees:** There weren't any members in attendance.
- **Attendees:** Robert Blue-Healthy Blue Tribal Liaison, Daphne Woody-Healthy Blue Marketing Coordinator, Robin Bennett-Healthy Blue Community Relations Rep, Rashad Bristo-Healthy Blue Community Relations Rep, Cassie Sibenaller-Marketing Coordinator Sr, Riichi Torres-Oyama-Medicaid Quality and Accreditation Manager, Monette Bourque-Healthy Blue Community Relations Rep, Anittra Davis-Family Self-Sufficiency East Baton Rouge Parish Housing Authority, Louise Droddy-United Way Northwest Louisiana, Kolletta Davis-Healthy Blue Clinical Quality Project Manager, Brittany Soteropulos-Healthy Blue Community Relations Rep, Jessica Brock-Truth Initiative, Denise Malecki-Elevance Public Relations Director, Christopher Wallace-Healthy Blue Program Consultant, Regine Banks-Healthy Blue Louisiana Social Worker, Susan Riehn-Families Helping Families of SWLA, Damiane Ricks-Louisiana Department of Health, and Shana Hunter-Interim Healthy Blue Quality Director in Louisiana
- Cassie Sibenaller introduced herself and stated that she would be the presenter in Peter's absence. Peter Lambousy, Marketing Director for Healthy Blue, had a conflicting meeting. Cassie welcomed everyone to the 3rd Quarter of 2023 Health Education Advisory Committee Meeting.

- **Health plan updates**
 - Current total membership: 335,722
 - COVID-19 unwind:
 - Renewal notifications began May 2023
 - First renewals, July 2023
 - Will continue from July 2023 to June 2024

- **Truth Initiative**
 - Jessica Brock – Strategic CSM with the EX Program presented an overview of the program.
 - The EX Program includes:
 - **Personalized EX Plan**—Self-paced guided plan with interactive content and emails tailored to quit status, precision-tailored content, and based on national treatment guidelines and Mayo Clinic protocols.
 - **Live chat with EX Coaches**—EX Coaches can help participants with developing a plan; choosing a quit date; building confidence, motivation, and resiliency; and avoiding relapse by managing cravings and stress; and technology navigators.
 - **Thriving EX Community**—Longest-running, largest cessation community, and the response time is 12 minutes for first reply with 12 replies per post.
 - **Dynamic text messages**—Offers support for all stages of quitting, including personalized and interactive tips, dynamic texts based on program activity, on-demand support for cravings, relapse, stress and tailored support-medication use and adherence, pregnant women and new parents, chronic conditions, and e-cigarettes.
 - **Nicotine patch, gum, and lozenges**—8-week supply delivered to participant’s home; comprehensive guidance provided through EX Coaches, including how it works, how to use it, managing side effects and the pros and cons for each medication; and personalized text messages for selected medication to maximize success.
 - Jessica also provided a website for the EX Program—Go.TheEXProgram.com/HealthyBlueLA.

- **Whole health**
 - Cassie Sibenaller presented in Molly’s absence.
 - Healthy Blue is listening to you. Your feedback is vital to:
 - Identifying current barriers, drivers, and successes out in the community.
 - Assisting in informing interventions.
 - Capturing real-time updates on programs and benefits being offered.
 - Allowing your experience to guide our work.
 - Helping us by focusing on prevention:
 - **Healthy Blue Louisiana** supports to keep our members healthy through promotion of health screenings, immunizations (shots), and wellness examinations.
 - **Screening examples:**
HIV, cervical cancer, colon cancer, hepatitis C virus, and sexually transmitted infections (STIs)
 - **Immunization examples:**

- Flu, COVID-19, HPV, MMR, and DTaP
 - **Wellness exam examples:**
 - Annual dental visit, child and adolescent well-care visits, and diabetic retinal exam
- Helping by focusing on social determinants of health (SDOH):

At Healthy Blue Louisiana, we seek to address the well-being of the whole person by recognizing and addressing the burden of social risk factors a member may face.

 - **Social determinants of health (SDOH)**
Conditions in the environments in which people are born, live, learn, work, play, and worship. Age also affects a wide range of health, functioning, and quality-of-life outcomes and risks
 - **Examples of SDOH:**
Transportation insecurity, housing insecurity, food insecurity, and concern for physical safety
- **Helping by focusing on access to care:**

Healthy Blue Louisiana recognizes the importance of access to care to meet our members’ needs, improve coordination and transition of care, facilitate member-centric and whole person care, promote wellness and prevention, improve management of chronic disease(s), and address health disparities.

 - **Examples of access:**
Primary care, specialty care, medications, testing and screening, community resources, and educational material
 - **Examples of types of access:**
In person, telehealth, in home, in the community, web application, and flyers
- **Supporting our diverse membership**
 - **What is health equity?**
It is:
 - A plan for ensuring people have a **fair and just opportunity to be as healthy as possible**.
 - A **focus on health and healthcare**—this includes addressing health-related social needs (HRSN) in order to advance health equity.
 - An **inclusive approach** that addresses whole health among **members, providers, associates, and communities**.
 - A **collaborative** approach across all lines of business.
 - A set of clear **priorities and tactics based on data** that **identify and eliminate health inequities and improve healthcare access, quality, and outcomes**.
 It is not:
 - A **judgement** of people, personal opinions, or beliefs.
 - A **siload or single solution**—instead, a more equitable healthcare system will be the result of coordinated and ongoing efforts by all parts of Healthy Blue.
 - **Limited** to health-related social needs (HRSN).
 - An **exhaustive inventory** of Healthy Blue’s health equity efforts—we acknowledge there may be initiatives addressing health equity that have not been implemented in Louisiana yet.
 - A **static and/or inflexible approach**—it is intentionally nimble to local and national needs and expected to evolve over time.

- **COVID-19 unwind/member renewals**
 - **LDH Medicaid renewal—background information:**
 - In March 2020, Louisiana Medicaid changed some of its eligibility rules in response to the federal COVID-19 response.
 - The public health emergency (PHE) included stopping eligibility closures for most Medicaid members.
 - **The recent passage of the 2023 Consolidated Appropriations Act ends this continuous Medicaid coverage and unties member Medicaid renewals from the end of the PHE.**
 - We are sending letters and renewal packets to those members where redeterminations—or more information is needed—to determine if a member is still eligible. This will occur over a 12-month time period.
 - We want everyone who is eligible for Medicaid to maintain their coverage.
 - People enrolled in Medicaid are guaranteed 12 months of coverage postpartum.
 - **What DO Medicaid members need to know:**
 - Medicaid renewals are returning. **It is VITAL that Medicaid members make certain Medicaid has their current contact information.**
 - Make sure your contact information, including your mailing address, phone number, cell phone number, and email address, is up to date so you get important letters about your health insurance coverage.
 - Check your mail, and if you get a letter from Louisiana Medicaid, read the letter and follow the instructions in the letter. The letter will almost always require you to send Medicaid documentation or information.
 - Members who do **not** respond to renewal letters or requests for information risk losing their coverage, even if they are eligible.
 - Members can make changes to their contact information by:
 - Logging on to mymedicaid.la.gov.
 - Emailing mymedicaid@la.gov.
 - Calling Member Services at the number on their ID card.
 - Calling Medicaid’s Customer Service hotline at **888-342-6207**. Hotline help is available Monday through Friday, 8 a.m. to 4:30 p.m.
 - In-person help is also available at any of the regional Medicaid offices. For an office closest to you, visit ldh.la.gov/medicaidoffices.
- **Takeaways**
 - Damiane Ricks with LDH put texting information in the chat we can share with members to help with the renewal process: text the word INFO to 72147. The member will get a link to open and update their information.
 - Riichi Torres-Oyama asked if there was a member or community partner in attendance that would like to share any difficulties they have experienced or heard of with the renewal process. There weren’t any members in attendance and no community partners responded.