

BAYOU HEALTH REPORTING

REPORT INFORMATION

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Definitions and Instructions:

- **Reporting Quarter**

1st Quarter, March, 2025

- **Agenda Topics**

- Introductions
- Health Plan Updates
- HEAC Purpose
- CAHPS Survey
- Whole Health
- Group Discussion

- **Attendees:** (1) Healthy Blue member, Daisy Shipley-Healthy Blue, Brooke Deykin-Healthy Blue, Monette Bourque-Healthy Blue, Rashad Bristo-Healthy Blue, Robert Blue-Healthy Blue, Brittny Soteropulos-Healthy Blue, Daphne Woodly-Healthy Blue, Schuyler Williams-Healthy Blue, Molly Taylor-Healthy Blue, Kolletta Davis-Healthy Blue, Sherri Blaire-Healthy Blue, Christopher Wallace-Healthy Blue, Walthena Gosa-Healthy Blue, Belinda Cotton-211 United Way, Renee Ellis-Caddo Parish Public School System, Amy Waters-Safety Place, Louise Drodgy-United Way of NWLA, Martha Marak-Food Bank of Northwest LA, Pamela McGraw, Damiane Ricks-LDH

- **Health Plan Updates**

- Schuyler Williams, Marketing Director, introduced herself and asked for everyone on the call to do a brief introduction.
- Current Total Membership: 274,903 (as of February 2025)
- Open Enrollment ended December 2, 2024
- Effective July 2, 2025 – New Member Welcome Kit change, new members will be receiving welcome letter and member ID in one mailing

- Primary Care Provider will be listed on Member ID
 - Members can call Healthy Blue with any questions - **844-521-6941**
 - Healthy Blue is preparing to respond to state RFP
 - **HEAC Purpose**
 - The mission of the Health Education Advisory Committee to promote a collaborative 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 Health Education Advisory Committee are to:
- Provide member insight and perspective regarding the development and implementation of programs and services
 - Provide member insight and perspective to improve the quality of care and service
 - Ensure that materials and programs meet language and cultural competency requirements, are understandable to the membership, and address the health education needs of members
- HEAC Core Plan:
- Committee members will provide 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 health care programs
 - Review member materials for language requirements, cultural competency, and reading comprehension
- HEAC Core Plan:
- Identify health education needs of the membership
 - Provide information regarding health care barriers and gaps within the local communities
 - Provide feedback regarding 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 diverse population and community served. Committee members are comprised of the following:
 - Quality Management Leaders
 - Member Advocates
 - Network Providers
 - Community Representatives
 - Health plan members/families/ parent/guardian
 - Advocacy groups
 - Health Educators
- **CAHPS Survey – Kolletta Davis**
 - **CAHPS – Consumer Assessment of Healthcare Providers and Systems**
 - CAHPS is a survey that asks people about their experiences with healthcare to make it better for everyone.
 - Why Participate?
 - Make Your Healthcare Better: By sharing your thoughts, you help doctors and hospitals know what to improve.
 - Help Patients Choose: Your answers help others pick the best doctors and hospitals.
 - Why Your Answers Matter
 - Your Voice Matters: What you say can change future healthcare services.
 - Improve Accountability: Your feedback makes sure doctors and hospitals do their best.
 - Drive Improvement: It shows what's working well and what needs fixing.

- How to Participate if You Get a Survey
 - People are picked randomly to get the survey, and it's your choice to take part, but we recommend you fill it out.
 - Fill out the survey based on your recent visits to the doctor and your health plan. Be honest and clear.
 - You can send the survey back by mail or fill it out online.
 - Your answers are private, so no one will know they're from you.

Your feedback helps improve the services we offer to help you stay healthy. Thank you for being part of it!

- **Health Equity Population Health Member Feedback – Molly Taylor**
- **What is Healthy Equity? What are Health Disparities? What is Population Health? What is SDoH?**
 - **Health equity** is the state in which everyone has a fair and just opportunity to attain their highest level of health (CDC.gov).
 - **Health disparities** are preventable differences in the burden of disease, injury, violence, or opportunities to achieve optimal health that are experienced by populations that have been disadvantaged by their social or economic status, geographic location, and environment (CDC.gov)
 - **Population health** brings significant health concerns into focus and addresses ways that resources can be allocated to overcome the problems that drive poor health conditions in the population (CDC.gov).
 - **SDoH, or Social Determinants of Health**, are the conditions in the places where people live, learn, work, play, and worship that affect a wide range of health risks and outcomes (CDC.gov).
 - **Molly asked questions that were intended for members, member advocates and community partners:**
 - What does Healthy Equity means to you? – No response was given
 - Are you aware of any health disparities in your community or here in Louisiana in general?
 - **Martha Marak-Food Bank of Northwest LA responded** I can speak for the neighbors that we serve. We know that transportation is an issue. Some of our neighbors that we see come to get food monthly. Transportation is a challenge, even though we're on the bus line and the bus is free, but if you're not as mobile as others it definitely takes it's toll.
 - **Molly Taylor** – What region of the state?
 - **Martha Marak-Food Bank of Northwest LA** - I'm with the food bank of NWLA our service area are the seven parishes at the top west corner: Caddo, Bossier, Webster, Claiborne, Bienville and Red River. In Caddo, we have a better transportation system than some of our rural areas have. That's where we see a lot of challenge.
- **Noted Health Disparities in Louisiana**
- The March of Dimes put out a report card every year on preterm birth grades for our nation.
- Molly shared 2023 and 2024 grades for Louisiana as a whole
- In 2023 Louisiana received an F rating for 13.3% of preterm birth rate. That means 13.3% of live births in Louisiana were born preterm or early.
- In 2024 we maintained unfortunately, the F rating. Our rate went up a tiny bit to 13.4%.
- Black babies are 1.5 times more likely to born preterm than all other babies
- When we compare our state rate to the national rate in 2024, we're higher. The United States had a 10.4 % rate of preterm birth rate, still elevated and still higher than we want to see. We are aiming to get the rate under 10%.
- **Molly Taylor asked the following questions:**

- Are these rates alarming to you?
- Is this nothing new?
- Do you see yourself in any of these statistics, every number represented here is a person.
- **Martha Marak-Food Bank of Northwest LA responded** these numbers are alarming. I have seen these statistics before, they are not good numbers. They very sad to us. I think a lot of this is stress driven, that's just my opinion because I'm not in the medical field. I think for a lot of our moms having to navigate a lot of different things and I think it's undue stress that cause a lot of these issues.
- **Kolletta Davis responded** I've seen these numbers and they are alarming and in addition to what Ms. Martha said I believe some of this could be stress related. I was at a event and a lot of moms feel unprepared or worried about if they will have all the resources needed, just other factors that could be related to stress.
- **Healthy Blue's Strategic, Whole Health Approach to Health Equity and Population Health**
 - **Population Health** – gives us data driven framework to monitor our member's health outcomes. That helps to guide what interventions we implement, what programs we offer, what benefits and incentives we offer, which community partners we partner with and in what parts of the state.
 - Examples of the types of data we work to obtain on our members to help drive our strategies.
 - It maybe demographic information such as race, age, ethnicity, primary language, sex, geographic location these are all things that are asked of you at times.
 - Other things we track are well visits, making sure our members are getting the care they need when they need it.
 - With that population health data, we take a whole health and health equity by design approach to make these decisions.
 - We annually draft our population health management strategy and our health equity program
 - Also annually, we do an evaluation of the effectiveness of these programs. One way we do that is by tracking different measures like control of blood pressure, control of blood sugar, rates of timely prenatal care or postpartum care.
 - We build in a focus on health equity. We're tracking high blood pressure and high blood sugar here in Louisiana for our members as priority measures because those are two well documented priority conditions here in Louisiana.
 - Healthy equity by design approach means we double click on that information to see if anyone having a proportionate rate of poor outcomes, do we see disparities in the data.
 - Health equity by designs has us tracking health outcomes for black/African American members specifically compared to the outcomes of white members or other races. This is due to those historical trends of poor health outcomes for our black or African-American members.
 - **Molly Taylor asked for the following questions:**
 - What do you think of Healthy Blue's strategic approach to population health management and health equity?
 - What do you think about some of these data points that were given?
 - **Molly Taylor asked for the following questions:**
 - Has anyone have accessed our member website before?
 - Navigated it to find resources?
 - Healthy Blue is a managed Medicaid organization here in Louisiana. We are here to coordinate your healthcare. We want to make sure you have a trusted, quality primary care provider. Making sure you are connected to the most appropriate care team in your area.
 - Have you called our customer service line?
 - We have a member call line that members can call from 7 a.m. to 7 p.m. Monday through Friday.

- Is this enough time for the call line to be available?
- Do you have any suggestions for improving this service?
- **Kolletta Davis response** - limiting the hours and not offering 24/7 call service could potentially be a limiting factor for members who need us outside of 7 a.m. to 7 p.m. Monday through Friday.
- **Access to Care –**
 - **Molly Taylor asked for the following questions:**
 - Do you feel you have access to care when you need it, where you need it and how you need it?
 - One way Healthy Blue increase the access to care is through our Healthy Blue SydneySM Health Mobile App for members
 - The Sydney Health app can be downloaded on a smartphone. It has great resources for finding a provider and getting care when you need it
 - Have you used the Sydney Health mobile app before?
 - **Daisy Shipley responded**-I've definitely used the app before. I was able to not only get insurance card information but I was also able to schedule an appointment for a virtual appointment. It was very great and easy to use, I was very satisfied.
 - If you have not used the Sydney app, is this your first time hearing about it?
 - We do have other ways for our Healthy Blue members to find a doctor to get connected to care.
 - Our member website has a section listed "Find a Doctor" and by calling Healthy Blue Member Services
- **SDoH: Transportation**
 - This is a top noted Social Determinate of Health need across multiple communities throughout Louisiana.
 - Transportation and Transportation insecurities- meaning that as an individual you do not have consistent access to transportation.
 - Healthy Blue help our members coordinate transportation to and from appointments
 - We have resources available online and via phone calls
 - To schedule rides with MediTrans to and from appointments, this needs to be scheduled at least 48 hours prior to appointment
 - **Molly Taylor asked for the following questions:**
 - Have you use the transportation assistance for coordination for yourself or others?
 - If so, do you have feedback?
 - Was it easy to request?
 - Did you have timely service, that you felt was quality service that you were satisfied with?
 - If you or someone you know who has Healthy Blue needs assistance getting to and from appointments we are able to assist with coordinating transportation.
- **Molly Taylor** shared some terminology:
 - **Social RISK** refers to adverse social conditions that affect health and can lead to poor health.
 - Economic insecurity
 - Systemic discrimination
 - Lack of transportation
 - Housing instability

- Intimate partner violence
- **Social NEED** refers to an individual's preferences and priorities for assistance.
- Capacity to make healthy choices
- Phone
- Housing
- Utilities
- Access to care
- Personal resources
- Food
- Clothing
- Medicine
 - **Molly Taylor asked for the following questions:**
 - For our members/member advocates on the line- Have you ever completed a health or social risk assessment?
- On Healthy Blue member's website, under member resources tab you can find information on the Member Advisory Committee: Healthy Blue's HEAC and CAHPS information.
 - **Molly Taylor asked for the following questions on giving feedback:**
 - Have you ever taken a CAHPS survey before?
 - Was today your first time hearing about it?
 - Have you participated in our HEAC meeting before?
 - Or is this your first call?
 - **Rashad Bristo responded** I know this isn't the first call for Caddo, the food bank and 211 for Shreveport. Thank you so much for being a part of these meetings.
 - Do you have feedback on ways we can improve our HEAC, how can Healthy Blue make this quarterly meeting more impactful for our members?
 - **Renee Ellis with Caddo Parish Public School System responded** I think you'll are doing a good job, you'll notified us well in advance and I do really appreciate that and I got a reminder about the meeting. Keep doing what you'll are doing. I appreciate the invite to keep us informed and we can pass on the message.
- **Importance of Member feedback-**
 - **Examples of measures that we need to improve:**
 - **Maternal and Child Health** – Prenatal and postpartum visits
 - **Chronic Conditions** – control of blood pressure, blood sugar and asthma support
 - **Prevention**-Breast Cancer, cervical cancer and colorectal cancer screenings
 - **Substance use**-Recovery and treatment
 - **Molly Taylor asked for the following question:**
 - Does it surprise you that Healthy Blue has such a keen eye on timely our members are making it to that first prenatal appointment?
 - **Molly Taylor asked for the following questions to the member in attendance:**
 - Do you have an established relationship with a trusted Primary Care Provider?
 - Do you feel supported by your provider and their team, us?

- **Healthy Blue member responded** – my Healthy Blue Case Manager was the one that setup my care plan, all my appointments to my doctors. She found doctors for me and for my baby, it made everything so easy for me. With Healthy Blue having all these things in place for me, it made things a whole lot easier for me. She reminded me that I had appointments coming up, have you been checking your diabetes and high blood pressure? She made sure I was taking care of what I needed to take care of. Even after I had the baby she was still checking in. I'm very thankful for making things a whole lot easier.
- **Molly Taylor asked the member** if she was able to take advantage of any of the maternal specific programs we have like concierge care for maternity, Pomelo Health or maybe even connection to a community doula?
- **Healthy Blue member responded** so at the time for the community doula I was too far out I was about to have the baby. Pomelo health I did take advantage of that, I registered with that. All the resources that were out there, she let me know and I took advantage of it.
- **Kolletta Davis** I just want to inform the member and all the member advocates who maybe on the line, you can receive a CAHPS survey for your care and you can also receive a CAHPS survey for the care of your child. If you receive that, we want you to be transparent when you fill out that form with the good, the bad and the ugly because we want to be better and for you to have the best healthcare experience.
- **Healthy Blue Member responded** I did receive a survey, I'm not really sure if it was from the hospital or Healthy Blue. I don't remember but I received it right when I came home after I delivered. It was questions about the delivery, how the team members were. She had to stay in the NICU for a little while, the people from the NICU even called to check on us to see how everything went. I'm sure if it was from you or Ochsner itself. But when I receive them I always give good feedback.
- **Kolletta Davis** that's ok too because what you may have received is what we call a post visit survey. Sometimes immediately after a doctor visit or hospital visit, you may receive it by mail or email. That's a good time to share your feedback as well.
- **Molly Taylor** speaking about Pomelo Health that's a newer offering for Healthy Blue. We launched Pomelo Health in September of 2024. I would be very anxious to hear any feedback you may have on that program, that would be helpful.
- **Healthy Blue Member responded** Pomelo Health is not just for me but it's for baby too as well. So I'm breastfeeding and baby have a little tongue tie and reflux and Pomelo Health can also assist with her as well. I can get help with lactation as well.
- **Molly Taylor asked for the following questions:**
 - Did you learn something new today?
 - What do you think about the Preterm birth rate in LA and HBL's available resources?
 - What do you think about the social risks and social needs presented?
 - How do you keep up with wellness visits? What about medications and other interventions for managing chronic conditions, such as blood glucose or blood sugar control (diabetes) and blood pressure control (hypertension)?
 - Do you feel as though you have access to care when you need it, where you need it?
 - Are you more likely to respond to a survey that is mailed, emailed, texted, or asked in-person?
 - Do you have suggestions on how Healthy Blue can improve?
 - Do you have feedback on the resources shared today?

- **Schuyler Williams responded** it was really great to see the information on the preterm birth rate. My daughter was a preemie as well, her early delivery was stress induced. That was 15 years ago but it was really interesting to see those numbers. I definitely learned something new today.
- **Healthy Blue Member responded** hearing those statistics about the low birth rate and trying to get to the doctor and the causes of us not being able to make it to the doctor because of transportation. I want to say that was very informative because for me it's not transportation issues but it's having a new born and making sure I make it to every appointment when we have multiple. Sometimes I don't know if I'm going to make it because of the newborn sometimes have long nights so I have to reschedule her appointment or mines. Not just transportation can be an issue. I feel low birth weight statistics for that, my care team was really good but I definitely stressed majority being that I was high risk and I still thought I can have preterm birth as well but my care team did everything they could to bring me to the 37 week mark.
- **Molly Taylor** thanks for sharing all that because it's not always so cut and dry as transportation. You may physically be not able to do it. Telemedicine can help bridge that gap when you just physically can't.
- **Take Away**
 - **Kolletta Davis asked questions concerning rights and responsibilities:**
 - Are there any part of our rights and responsibilities policies that you feel can be better or changed to make your experience better?
 - Even if it's something as simple as having my member card when I go to the doctor, could there be something easier for you when you think about getting to and from a doctor visit with a little one?
 - **Healthy Blue Member responded** not with my newborn because everything went over easy but not with my daughter. She has severe allergies so we had go to the ENT and allergy department. We had an episode where she was breaking out everywhere, so I called to make an appointment. They told me they couldn't get her in because you need to get a referral from her pediatrician. I told them we have been seeing you guys for a year straight and coming in every week for the last month because she takes allergy shots. So I said and you still want me to wait on a referral from a doctor. I still got my husband to take her because it was severe. We had her Medicaid card, but she's not with Healthy Blue and we've been with this Medicaid since my daughter born in 2017. They gave us a hard time just for her to be seen.
 - **Kolletta Davis** thanks for sharing that story and we hate to hear stories like that but it gives us the opportunity to take this experience you had back and try to revisit our policies so you don't have to go through this in the future. Molly we can talk about our processes when members have to see specialists and referrals look like for us.