



**Healthy Louisiana
Health Education Advisory Committee Meeting
Minutes Summary – First Quarter: March 2018**

Health plan contact: Kim Chope
Subject: Member Services

Agenda topics

- Health plan updates
- Healthy Blue

Introductions

Healthy Blue members Alice Blackburn and Harold Grier were in attendance. Peter Lambousy, Director of Marketing, spoke on the importance of going to primary care provider (PCP) appointments.

Healthy Blue member updates

Current total membership is 243,668. Membership has grown since the partnership with the Blue Cross and Blue Shield Association.

New member welcome packet

Corporate is working to consolidate the new member packet. These are the packet contents:

- New member welcome letter
 - Introductory letter that provides basic information
- Member handbook
 - Provides information on benefits; member rights and responsibilities; case management and utilization management; and value-added benefits
- Provider directory request notice
 - How to request a current print copy of the Healthy Blue provider directory
- Right Care, Right Place brochure
 - Explains what a “medical home” is and when to go to the emergency room
- Risk screener
 - Questionnaire to assess member’s health needs
 - Comes with a business reply envelope
- Case management brochure
 - Explains how case management helps members access care and manage their conditions
- Healthy Rewards flier
 - Lists incentive amounts and explains how to enroll

- Coordination of Care welcome letter
 - Provides information on PCPs and requesting medical records
- HHS Final Rule Notice
 - Declares that <Healthy Blue> does not discriminate based on race, color, age, disability, sex, gender identity or national origin
 - Explains how to report incidents of discrimination
- Behavioral health brochure
 - Provides an overview of services
- Gives contact information for the crisis hotline and member services
- Value-added benefits (VAB) brochure
 - List and information on the extra services <Healthy Blue> provides to members
- Transportation flier
 - Information on how to schedule non-emergency rides to and from medically related provider visits

Take away

Peter Lambousy asked for feedback on the new member welcome packet contents. These are the suggestions:

- Have only one book in the packet with all the information
- A lot of contents in the packets can be intimidating to the population we serve
- The member handbook is a helpful resource reference
- Pieces of information that are not included in the member handbook are located on other brochures
 - Some information can be found repeatedly on materials in the packet
- In the member handbook it reads that members can get money back; that information should be printed big on the envelope
 - This would make members read the packet
- Having two letters in the packet is a little confusing, consolidate the two letters
 - Would like every letter to have its own subject
- Instead of the first letter in the packet it should be a flier and the second letter should have bullet points
- Instead of keeping the tri-fold VAB brochure the VAB flier should be used
- There should be a table of contents for the packet
- Risk assessment for adults and pediatrics is cumbersome
 - The assessment should be perforated and mailed back
 - The member won't complete the assessment because it's too much information
- Case management information is great but most people won't complete
 - Most surveys don't get completed by the uneducated population
- The packet should be sent via video
 - The members would be able to access the videos
 - The elderly cannot access videos on their phones or may not have phones

- First line is to send packets to new behavioral health members
 - The assessment may catch any issues we may not know about and didn't capture in the claim data
- Some may not return the survey regarding drug use
- From a physician's point of view on drug use, most clients haven't been insured in years
- For Case Management, the survey is a big deal and good
- Case Management would sit with the clients to capture their needs using the survey because someone has to help the drug users to understand the packet
- Case Management is a voluntary program
- Peter was asked to meet with the provider group at Arc of East Ascension
- A printed directory has to be updated monthly as per the contract
- The member can call anytime for a welcome packet and/or member ID
- The member can request larger print for the packet