



**Healthy Louisiana
Health Education Advisory Committee Meeting
Minutes Summary – Fourth Quarter: December 2018**

Health plan contact: Kim Chope
Subject: Member Services

Agenda topics

- Health plan updates
- HEAC purpose
- Member experience

Introductions

During the introductions Peter Lambousy, Director of Marketing, welcomed everyone in attendance and also stressed the importance of well care visits.

Healthy Blue member updates

Healthy Blue continues to grow. Membership reached 261,834 in November 2018.

Health plan updates

We'll work on the Request for Proposal (RFP) response in the first quarter of 2019.

Health Education Advisory Committee (HEAC)

- Purpose: to get feedback from organizations and members when they attend.
- Mission: to collaborate 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:
 - Provide member insight and perspective regarding the development and implementation of programs and services
 - 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
 - Coordinate the development of health education and outreach programs with appropriate community health education programs and services
 - Provide advice and guidance regarding activities designed to improve member satisfaction with the health plan, its program and its services
 - Provide recommendations regarding the member website marketing materials
- Core plan for the HEAC:
 - 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 health care programs

- Review member materials for language requirements, cultural competency and reading comprehension
 - 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 of the HEAC:
 - 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 and guardians
 - Advocacy groups
 - Health educators

Quality updates given by Dynnisha Jones Miller

- Member experience
 - Provider engagement with members counts
 - At Healthy Blue, we strive to make our members' experiences positive.
 - Each year, members get a survey called Consumer Assessment of Healthcare Providers and Systems (CAHPS®). This is a survey available for both adult and child Medicaid members. Both surveys ask members to rate and evaluate their experiences with:
 - The health plan
 - Their health care
 - Their personal doctor or primary care physician
 - The specialist they see most often
 - Between January and May each year, a random selection of members receive the CAHPS survey by mail or phone. Some of the questions include:
 - Using any number from 0 to 10, where zero is the worst personal doctor possible and 10 is the best personal doctor possible, what number would you use to rate your personal doctor?
 - We want to know your rating of the specialist you saw most often in the last six months. Using any number from 0 to 10, where zero is the worst specialist possible and 10 is the best specialist possible, what number would you use to rate the specialist?
 - Using any number from 0 to 10, where zero is the worst health care possible and 10 is the best health care possible, what number would you use to rate all your health care in the last six months?
 - In the last six months, how often did:
 - Your personal doctor explain things in a way that was easy to understand?
 - Your personal doctor listen carefully to you?

- Your questions get answered by your child's doctor(s) or other health provider(s)?
- Your personal doctor show respect for what you had to say?
- Your personal doctor spend enough time with you?
- Your child's doctor(s) or other health provider(s) make it easy for you to discuss your questions or concerns?
- Your personal doctor seem informed and up to date about the care you got from these doctors or other health providers?
- You get an appointment for a checkup or routine care at a doctor's office or clinic as soon as you needed?
- You find it easy to get the care, tests or treatment you needed?
- What do members want?
 - The problem solved
 - Value
 - Effort
 - Acknowledgement and understanding
 - Choices and options
 - Positive surprises
 - Consistency, reliability and predictability
 - Reasonable simplicity
 - Speed
 - Confidentiality
 - Sense of importance
- Basics of member experience
 - The person interacting directly with the member determines the member's perception of the provided service.
 - Was the service poor, excellent or something in between? If you serve customers directly, you have the power to affect their perceptions.
 - Create a memory of "the people with the friendly voices," "the folks who have all the answers" or "the person who cared about my problem".
- Why should you be concerned with member experience?
 - Greater job satisfaction
 - It allows you to feel needed, useful and productive. When you provide high-quality member experience, you feel you're making a difference and can derive pride in your work.
 - Reduced stress
 - Learning from the member experience will save you stress & hassle. Enhanced skills help keep members from becoming angry and reduce the length of intensity of the anger.
 - Enhanced job success
 - Upper management takes notice when you are the "go to person" or when members comment on how you were able to assist them.
- Tools and techniques

- Don't downplay the seriousness of a member's complaint. Let the member tell you his or her side of the story without interruption.
- Apologize after you've heard the complaint. Whether you're right or wrong, the member is seeking an apology. Offer it so the member can move forward.
- Express empathy. Let members know that you understand the problem and are concerned about their feelings.
- Establish a rapport with the member. Members need to hear that you are on their side and are willing to do whatever it takes to solve their problem.
- Do not go on the defensive. You are certain to lose the member if you become confrontational.
- Take control of the situation. Once you have heard the member's side of the story, take the appropriate action to resolve the problem.
- Ask the member what they want. You may be surprised to find out that the member's solution to the problem is both fair and simple.
- Establish a monetary policy. Many member complaints stem from money, so set up a procedure for dealing with these types of problems.
- Once the plan of action has been established, sell it. Explain to the member how the plan will solve the problem.
- Follow through and follow up. Ensure that the plan has been carried out and the results are acceptable to the participant.
- Document the situation. It's always a good idea to write down the member's concerns and what the outcome was. These notes will be helpful if a similar problem arises.
- Steps to dealing with difficult members
 - Separate personality from behavior
 - Don't take it personally
 - Try to see his or her perspective
 - Be member
 - Take a break and try again later
- Tips for dealing with difficult members
 - Set your expectations
 - Develop a clear understanding of the member's situation
 - Communication is the key

Takeaway

- Question: If a member wants to have a procedure done and the doctor denies it, can the member call Healthy Blue and ask questions?
 - Answer: Yes.
- Question: Is this presentation used for Healthy Blue employee training?
 - Answer: No, but they receive corporate training.