

Trio Communications Plan for SFHSS

Trio HMO Communications:

Ensuring a smooth transition

Introduce Trio and address employee questions and concerns:

- Explain that Brown & Toland (B&T) Trio members will no longer have access to California Pacific Medical Center (CPMC).
- Highlight the services/quality of Dignity and UCSF hospitals.
- Share key benefits of Trio: affordability, same benefits as Access+ HMO and personalized support through Shield Concierge.

Provide targeted communications to key audiences:

- Members currently with Trio PCPs (those that will be auto-enrolled)
- Families that currently have a mix of Trio and non-Trio PCPs
- Members without Trio PCPs

Partner with ACO partners (B&T, Hill Physicians, and other Trio providers) to support OE events and communicate with members.

Provide SFHSS Benefits Staff with FAQs and training about the Trio HMO plan.

Pre-Open Enrollment Communications

Audience	Objectives & Details
1. Targeted Member Letters (5)	
a) Members who currently have Brown & Toland Trio PCPs (who will be auto-enrolled)	<ul style="list-style-type: none"> • Highlight the benefits of the Trio HMO plan. • Inform members that they will be enrolled in the Trio plan and Brown & Toland will now be referring members to UCSF and Dignity Hospitals. • Encourage members to stay with the Trio HMO plan.
b) Members who currently have Hill Physicians Trio PCPs (who will be auto-enrolled)	<ul style="list-style-type: none"> • Highlight the benefits of the Trio HMO plan. • Inform members that they will be enrolled in the Trio HMO plan. • Encourage members to stay with the Trio HMO plan.
c) Members who currently have "other" Trio PCPs (who will be auto-enrolled)	<ul style="list-style-type: none"> • Same as Hill Physicians letter
d) Families with a mix of Trio & non-Trio PCPs	<ul style="list-style-type: none"> • Highlight the benefits of the Trio HMO plan. • List family members who do not currently have a Trio PCP. • Encourage the entire family to choose a Trio PCP and enroll in the Trio HMO plan.
e) HMO members who currently do not have Trio PCPs	<ul style="list-style-type: none"> • Highlight the benefits of Trio to encourage members to enroll in the Trio HMO plan.

Pre-Open Enrollment Communications

Audience	Objectives & Details
2. Phone calls to Members who currently have Trio PCPs	
SFHSS Employees who currently have Trio PCPs	<ul style="list-style-type: none">• Highlight the benefits of the Trio HMO plan.• Inform members that they will be enrolled in the Trio HMO plan.• Inform Brown & Toland members of the hospital affiliation changes.• Encourage members to stay with the Trio HMO plan
3. Invitation to Informational Meetings	
All SFHSS employees	<ul style="list-style-type: none">• Encourage employees to attend the meetings to learn more about SFHSS's 2018 benefit offerings.• Includes option to RSVP online or by phone.
4. Informational Meetings	
All SFHSS employees	<ul style="list-style-type: none">• Provide SFHSS members with an overview of all their health plan options (Blue Shield, Kaiser, United, etc.) for 2018.• Meetings will be held at the Hotel Whitcomb and SF Library.

Pre-Open Enrollment Communications

Audience	Objectives & Details
5. Facebook Ads	
SFHSS employees (self-identified on Facebook as employees of the City & County of San Francisco, SFUSD, City College or Superior Court.)	<ul style="list-style-type: none">• Create awareness of the Trio HMO plan.
6. SFHSS/Blue Shield Microsite (blueshieldca.com/sfhss)	
All SFHSS employees	<ul style="list-style-type: none">• Provide details on the Trio and Access+ HMO plan• New responsive website can be assessable by phone, tablet or desktop/laptop computer

Pre-Open Enrollment Communications

Examples of member letters

Co-branded letters & envelopes based on target audience.

blue of california **SAN FRANCISCO HEALTH SERVICE SYSTEM**

[Date]

Sub First Name Sub Last Name
Street Address
City, State ZIP

Dear Sub First Name,

San Francisco Health Services System (SFHSS) is offering a new HMO health plan for 2018!

It's the Blue Shield Trio HMO Plan, which is effective January 1, 2018. This latest addition reinforces SFHSS' commitment to providing you with quality, affordable health care and a robust selection of health plans to choose from. The goal of the Trio HMO Plan is to provide coordinated care so that all aspects of your health care needs are being met at the right time, in the right place, by the right medical professionals.

Trio ACO HMO Plan Highlights

- Same benefits as the Blue Shield Access® HMO plan
- Many of the same Primary Care Physicians (PCPs) you are currently seeing. (See the list below of your family members who do not currently have a Trio HMO PCP.)
- Some hospitals for PCP referrals
- Lower premium (for employees who pay towards a health plan)

Trio HMO Network Hospital Affiliations

Medical Group	Changes in hospital affiliations
Brown & Toland	PCPs will now be referring to University of California-San Francisco (UCSF) and the Dignity Health Hospitals (St. Francis Memorial Hospital and St. Mary's Medical Center) instead of California Pacific Medical Center (CPMC).
Hill Physicians	None
Other Trio PCPs	None

How to Enroll

To enroll in the Trio HMO plan, you and your family member(s) will need to have a Trio HMO PCP. According to Blue Shield's records, some of your family member(s) currently have a Trio HMO PCP; however, other family member(s) do not. On the following page is a list of your family member(s) currently covered by your Access® HMO plan who do not currently have a Trio HMO PCP. (Note: if a covered family member(s) is not listed below, then that member already has a Trio PCP.)

After you enroll in the Trio HMO plan, all of your family member(s) will be assigned a Trio PCP. Once you receive your Blue Shield Member ID with your assigned PCP, you can change assigned PCPs by calling Shield Concierge at (855) 747-8800.

Blue Shield of California
50 Beale Street, San Francisco, CA 94105
blueshieldca.com

blue of california **SAN FRANCISCO HEALTH SERVICE SYSTEM** **BROWN & TOLAND PHYSICIANS**

[Date]

Sub First Name Sub Last Name
Street Address
City, State ZIP

Dear Sub First Name,

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Brown & Toland Trio HMO Network Hospital Affiliations

Brown & Toland PCPs will now be referring to University of California-San Francisco (UCSF) and the Dignity Health Hospitals (St. Francis Memorial Hospital and St. Mary's Medical Center) instead of California Pacific Medical Center (CPMC). To learn more about these hospitals visit dignityhealth.org and ucsfhealth.org.

How to Enroll

Enrolling in the Trio HMO Plan is easy. Because you and your covered family member(s) are currently seeing a Trio PCP, you will be automatically enrolled in the plan for 2018, unless you complete the SFHSS Open Enrollment form and select a different plan.

Learn more

You can learn more about the Trio HMO Plan by attending these information sessions:

- 2018 SFHSS Benefits Meetings
September [x] and [y], 5:30 - 7:30 p.m.
Space is limited, so advanced registration is required. To register, visit [\[insert URL\]](#).
- Open Enrollment Events
Visit MyHss.org for a schedule of events

Blue Shield of California
50 Beale Street, San Francisco, CA 94105
blueshieldca.com

blue of california **SAN FRANCISCO HEALTH SERVICE SYSTEM** **Hill Physicians**

[Date]

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Street Address
City, State ZIP

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Blue Shield of California
50 Beale Street, San Francisco, CA 94105
blueshieldca.com

blue of california **SAN FRANCISCO HEALTH SERVICE SYSTEM**

Blue Shield of California
PO Box 427014
D Conover Hill, CA 94742-7014

Window Size: 4.5" x 1.125"
Position: .5" from bottom, 0.875" from left

blue of california **SAN FRANCISCO HEALTH SERVICE SYSTEM** **BROWN & TOLAND PHYSICIANS**

Blue Shield of California
PO Box 427014
D Conover Hill, CA 94742-7014

FLAP OPEN THIS DIRECTION

Window Size: 4.5" x 1.125"
Position: .5" from bottom, 0.875" from left

blue of california **SAN FRANCISCO HEALTH SERVICE SYSTEM** **Hill Physicians**

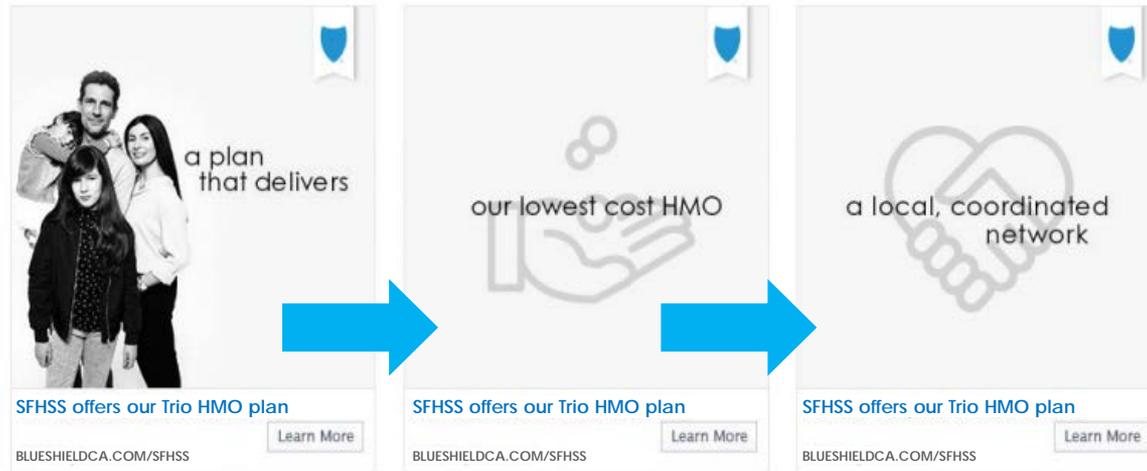
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PO Box 427014
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Window Size: 4.5" x 1.125"
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Pre-Open Enrollment Communications

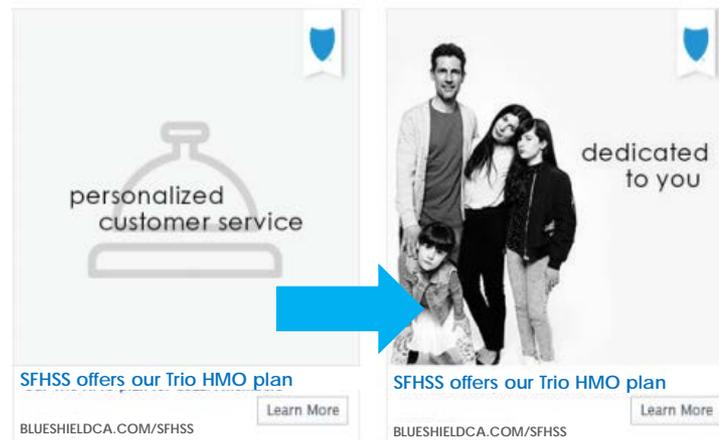
Example of Facebook Ad with click-throughs



Slide 1

Slide 2

Slide 3



Slide 4

Slide 5

Open Enrollment/Health Fair Event Support

In-person support of SFHSS OE Events by Blue Shield and key ACO partners (Brown & Toland, Dignity, UCSF, Hill Physician, etc.)

Trio HMO promotion at Blue Shield table



Supporting Brochures



Training for SFHSS staff

- Onsite & WebEx training
- FAQs & talking points
- Messaging for SFHSS newsletters, social media, and myhss.org (as requested)



Communication Timeline

* timing will be coordinated with SFHSS OE Mailing

Tactic	Timing
Training for SFHSS staff (Onsite & WebEx)	Starting mid-August
SFHSS OE Mailing	September 25
Targeted Member Letters	September 25*
Invitation to Benefit Informational Meetings	September 25*
Phone calls to members who currently have Trio PCPs	Oct 2 - 20
Facebook Ads	Oct 2 - 20
Open Enrollment Event Support	October 2 - 31
Benefit Informational Meeting (Hotel Whitcomb)	October 5 (Thu) 5:30 – 7:30 p.m.
Benefit Informational Meeting (Whitcomb Hotel)	October 10 (Tue) 5:30 – 7:30 p.m.
Benefit Informational Meeting (SF Library)	October 18 (Wed) 5:30 – 7:30 p.m.
Welcome communications	January 2018



Trio Providers
SFHSS

TRIO in Your Area

24* Counties throughout California

Alameda (F*)	Contra Costa (F*)	El Dorado (P)
Kern (P)	Los Angeles (P)	Marin (P)*
Nevada (P)	Orange (F)	Placer (P)
Riverside (P)	Sacramento (P)	San Bernardino (P)
San Diego (P)	San Francisco (F)	San Joaquin (F)
San Luis Obispo (P)*	San Mateo (F)	Santa Clara (F)
Santa Cruz (F)	Solano (P)	Stanislaus (P)
Tulare (P)	Ventura (P)	Yolo (P)



P = partial coverage / F = full coverage

*Pending DMHC regulatory approval

Trio: San Francisco Providers

MEDICAL GROUPS	HOSPITALS	URGENT CARE
HILL PHYSICIANS	MEDICAL CTR AT UCSF	CONCENTRA URGENT CARE - CALIFORNIA
BROWN AND TOLAND	UCSF MEDICAL CENTER AT MISSION BAY	CONCENTRA URGENT CARE - CONNECTICUT
	UCSF MEDICAL CENTER AT MOUNT ZION	GOLDEN GATE URGENT CARE - LOMBARD
	ST FRANCIS MEMORIAL HOSP	GOLDEN GATE URGENT CARE - WEST PORTAL
	ST MARYS MEDICAL CENTER SF	GOLDEN GATE URGENT CARE - MARKET
	CHINESE HOSPITAL	DIGNITY - CASTRO
		DIGNITY - COLE VALLEY
		DIGNITY - EXCELSIOR
		DIGNITY - GLEN PARK
		DIGNITY - LOWER PACIFIC HEIGHTS
		DIGNITY - MARINA
		DIGNITY - NORTH BEACH
		UCSF SCREENING AND ACUTE - PARNASSUS

Trio: Bay Area Providers

MEDICAL GROUPS	HOSPITALS	URGENT CARE
HILL PHYSICIANS INC	MEDICAL CTR AT UCSF	CONCENTRA URGENT CARE - CALIFORNIA
BROWN AND TOLAND	UCSF MEDICAL CENTER AT MISSION BAY	CONCENTRA URGENT CARE - CONNECTICUT
ALLCARE IPA	UCSF MEDICAL CENTER AT MOUNT ZION	GOLDEN GATE URGENT CARE - LOMBARD
JOHN MUIR	ST FRANCIS MEMORIAL HOSP	GOLDEN GATE URGENT CARE - WEST PORTAL
MERITAGE	ST MARYS MEDICAL CENTER SF	GOLDEN GATE URGENT CARE - MARKET
PHYS MED GROUP OF S CRUZ	CHINESE HOSPITAL	DIGNITY - CASTRO
SANTA CLARA CNTY IPA	CHILDRENS HOSP & RESRCH CTR AT OAKLAND	DIGNITY - COLE VALLEY
SEQUOIA PHYSICIANS	CHINESE HOSPITAL	DIGNITY - EXCELSIOR
	DOCTORS MEDICAL CENTER	DIGNITY - GLEN PARK
	DOMINICAN SANTA CRUZ HOSP	DIGNITY - LOWER PACIFIC HEIGHTS
	EL CAMINO HOSPITAL	DIGNITY - MARINA
	EL CAMINO HOSPITAL LOS GATOS	DIGNITY - NORTH BEACH
	GOOD SAMARITAN HOSPITAL	UCSF SCREENING AND ACUTE - PARNASSUS
	JOHN MUIR BEHAVIORAL HEALTH CTR	AFPMG
	JOHN MUIR MEDICAL CTR CONCORD CAMPUS	AFTER HOUR PED URGENT CARE CLINIC
	JOHN MUIR MEDICAL CTR WC CAMPUS	ALAMEDA CENTRE PHYSICIANS
	KENTFIELD REHAB HOSPITAL	AMADOR VALLEY MED CLNC
	KINDRED HOSPITAL SAN FRANCISCO BAY AREA	CALIFORNIA EMERG PHYS MED GRP
	LUCILE SALTER PACKARD CHILDRENS HOSP	CALIFORNIA EMERG PHYS MED GRP
	MARIN GENERAL HOSP	CHILDRENS HOSPITAL URGENT CARE
	REGIONAL MEDICAL CTR OF SAN JOSE	DOCTORS EXPRESS OF NEWARK
	SAN RAMON REGIONAL MED CTR	DOCTORS ON DUTY MED CLNC INC (3)
	SANTA CLARA VALLEY MED CTR	FIRST HEALTH CLINIC
	SEQUOIA HOSPITAL	FREMONT URGENT CARE
	SETON COASTSIDE	HEALTHY COMMUNITIES INC
	SETON MEDICAL CENTER	JOHN MUIR PHYSICIAN NETWORK (3)
	SHRINERS HOSPITALS FOR CHILDREN N CA	KELLY R MILLER
	SONOMA VALLEY HOSPITAL	MATEO MEDICAL GROUP INC (2)
	STANFORD HEALTH CARE	MATTHEW R LEWIN
	ST HELENA HOSPITAL	MEDICAL CENTER OF MARIN
	ST HELENA HOSP CTR FOR BEHAVIORAL HEALTH	NIGHT OWL PEDIATRICS INC
	VALLEYCARE MEDICAL CENTER	PARK AVE WALK IN CLINIC (2)
	VALLEY MEMORIAL HOSPITAL	SAN JOSE MED GRP INC
	WASHINGTON HOSPITAL	SFO MEDICAL CLINIC
		TRI VALLEY FAMILY MEDICINE
		US HEALTHWORKS MED GRP PC (11)
		WASHINGTON CLINIC FREMONT



**SFHSS Hill Member
Reproductive
Services Referrals**

SFHSS Hill Member Reproductive Services Referrals

Outpatient Facility

Provider Name Long	Services
MED CTR AT UCSF	8
DEUTSCH, MADELINE B.	3
ST FRANCIS MEMORIAL HOSP	2
ALAMEDA COUNTY MED CTR JOHN GEORGE PAVILION	1
ALTA BATES SUMMIT MED CTR ALTA BATES CAMPUS	1
CA DHCS	1
GARCIA, MAURICE M.	1
SAN FRANCISCO GEN HOSP	1
Summary	18

Professional

Provider Type	Services
LABORATORY	36
PHYSICIANS' OFFICES	95
Summary	131

Notes:

12 rolling months March 2016 to February 2017

Principal Diagnoses: Gender identity, abortion, sterilization, tubal ligation, vasectomy, other gender identity disorders, gender identity disorder unspecified, encounter for sterilization, encounter for elective termination of pregnancy, tubal ligation status, vasectomy

No Inpatient services were identified.

blue  of california

An independent member of the Blue Shield Association