

San Francisco HSS:

December 2017 Board Meeting

12/14/17

Objectives of Trio

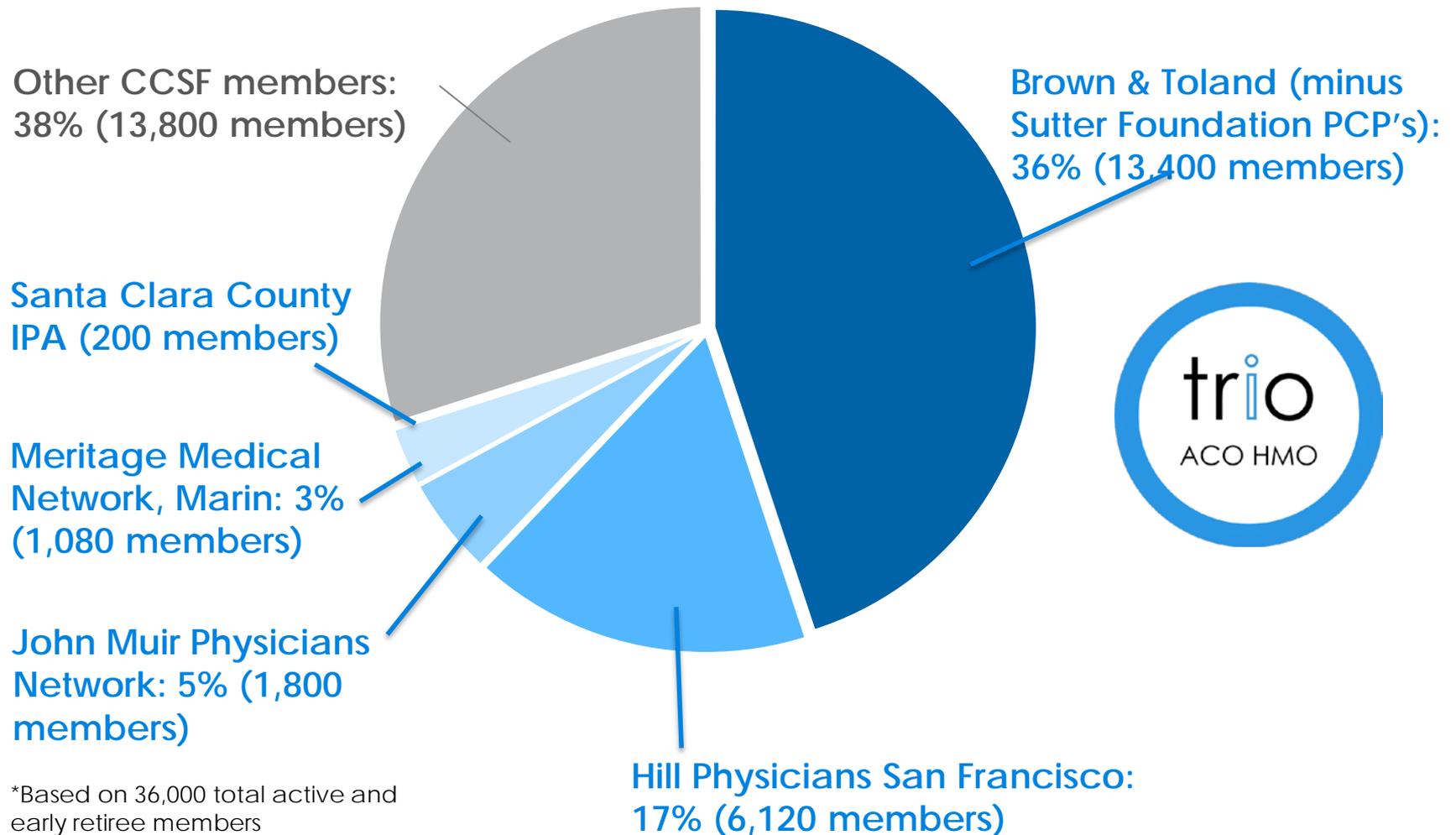
- To provide a cost effective, alternative HMO option for actives and early retirees that is more affordable than the current BSC Access+ program
- Leverage Blue Shield's deep provider and HMO ACO partnerships
- Create competition in the marketplace
- Transform health care delivery
- To ensure everyone has access to high-quality care at an affordable price



Trio Sustainability

- Trio is being offered with a three year rate guarantee
 - 2018 Trio Renewal is 10% lower than 2018 Access+
 - Trio 2019 Rate Cap is 5.9%
 - Trio 2020 Rate Cap is 8.5%
- Provider Partners are investing in offering Trio to HSS members
- Blue Shield and Provider Partners are investing in clinical innovations
- Blue Shield is investing in a broader Bay Area strategy to ensure high quality, cost-effective health plans for the long term

62% (~22,500) membership currently using Trio
42% (~15,500) members *enrolled* in Trio 1/18



Marathon, not a sprint

Expected	Minus Sutter Foundation Members	Actual
25,000	22,000	22,000
80%	80%	70%
20,000	17,600	15,500

Trio enrollment 2018 savings ~\$15MIL

Missed Opportunity: 2,100 Members ~ \$2MIL

Implementation

- Brown&Toland Nuances
 - Sutter Foundation PCP's
 - Sutter Specialists
- Sutter Interference – What's at stake
 - Tedious letter process
 - Robo call
- Noise hit the target: Member confusion
- Partnership Balance

Lessons

- Communications: Hill letters could have explained there would be no change in providers including specialists and hospitals.
- Letters focused on pcp's. Lost ~800 members, unnecessarily
- Better control of Sutter: prevent letter campaign and robo calls
- Brown&Toland Medical Group: Better understanding of complex relationships such as Sutter Foundation PCP's
- Prepare for future discoveries. Be flexible and responsive
- Do auto-enroll next year?

Thank you

