

San Francisco Health Service System Health Service Board

COVID-19 Resolution—Carrier Updates

December 9, 2021

Prepared by:
Health Solutions



Introduction

- At the August 12, 2021 Health Service Board meeting the board voted in favor of the following resolution: “COVID-19 VACCINE RESOLUTION URGING ELIGIBLE SAN FRANCISCO HEALTH SERVICE SYSTEM MEMBERS TO RECEIVE OR COMPLETE COVID VACCINE”
- Key points included:
 - The HSB urges ALL ELIGIBLE SFHSS MEMBERS – those employed by the City, San Francisco Unified School District, San Francisco Superior Court, and the City College of San Francisco, and their eligible retirees and their dependents, to receive or complete the vaccine
 - The HSB urges the SFHSS health plans, in alignment with their providers, to conduct direct outreach, proactive and ongoing messaging to ALL ELIGIBLE SFHSS MEMBERS, and their designated dependents, urging them to receive or complete the vaccine
 - The SFHSS Health Plans, in alignment with their providers provide to SFHSS ongoing reporting regarding SFHSS member vaccination rates, COVID-19 hospitalizations, and deaths.
- The following slides outline the efforts made by the health plan partners in supporting the resolution

Summary of Resolution Activities—Kaiser

- Kaiser has focused its communication efforts on community and member outreach.
- Member outreach: Engaging unvaccinated individuals, increasing confidence in the safety and effectiveness of the vaccine, and making it easy to get
 - Weekly COVID-19 member emails with latest information on vaccines and boosters
 - Personalized physician outreach to unvaccinated members via email, text, direct mail and IVR
 - In facility promotion of vaccination clinics (walk-in and by appointment)
 - Clinician prompts to help identify unvaccinated patients so conversations can take place during appointments
 - Robust content on kp.org, My Doctor Online and apps including latest updates, appointment links, Q&A, safety and effectiveness, equity and accessibility and member stories
 - COVID -19 Hotline with latest updates
 - Conducted the ImmUNITY Sweepstakes to encourage vaccination while also supporting a full and healthy return to life's activities

Summary of Resolution Activities—Kaiser

- Community outreach:
 - Influencer and social media campaign: Reaching an online audience of African American 18- to 30-year-olds, this campaign will deliver relevant messaging from trusted voices and social influencers. Activities will include social engagement programs.
 - Member and community education: Continued outreach to Kaiser Permanente members and broader communities delivering trusted messenger campaigns on COVID-19 vaccination and safety that expand the organization’s ongoing work to prioritize outreach to Black, Latinx, Asian, Pacific Islander, and other disproportionately impacted communities.
 - Publication of a vaccine confidence digital toolkit: Focuses on improving vaccine access and equity and highlights proven Kaiser Permanente approaches including use of trusted messengers, and population health strategies to encourage vaccination. The toolkit is intended to share best practices to help other health systems and vaccine providers accelerate vaccination rates.

Summary of Resolution Activities—Kaiser

- Federal health agencies have approved and recommended an additional COVID-19 vaccine dose for certain fully vaccinated immunocompromised individuals and other identified categories.
- Kaiser Permanente has begun administering boosters. Members can get more information via kp.org/covidvaccine

Summary of Resolution Activities—UHC

- UHC has focused its communication efforts on member, provider and SFHSS outreach.
- Member outreach:
 - Complete personalized vaccine educational series (UHC MA Plan), 10 campaigns (email, mail and call) from Q2-Q4 2021
 - Promote online resources, COVID-19 Vaccine information and Member Vaccine record – www.whyuhc.com/sfhss
 - Feature COVID-19 vaccine as key health topic incorporate into ongoing campaigns (UHC MA Plan) – eNews, Health Planner, Flu Vaccine
 - Provide COVID-19 vaccine referrals to members if care gap identified, based on calls into Advocate4Me Contact Center
 - Educate members on vaccine importance during Case Management and HouseCalls (UHC MA Plan), clinicians identify and remove barriers – offer vaccine scheduling, transportation

Summary of Resolution Activities—UHC

- Provider outreach:
 - Engage provider network through operational meetings, info expos, town halls, and virtual continuing education opportunities
 - COVID-19 Provider resources: www.uhcprovider.com/en/resource-library/news/Novel-Coronavirus-COVID-19.html
- Direct to SFHSS
 - Publish COVID-19 Newsletters/Updates
 - Held COVID-19 Plan Sponsor sessions
 - Provide member educational materials

Summary of Resolution Activities—UHC

- Lessons learned include:
 - Messaging continues to evolve—from vaccine access to vaccine education
 - Personalized outreach is more effective and dependent upon access to member level vaccination data (UHC MA Plan). Inaccurate data may cause member abrasion and members opting out of communications
 - National member level vaccination data is not yet available from a single source. CDC indicates higher vaccination rates than the health plans
 - Timing and messaging of member outreach needs to be aligned with “final” vaccine guidance (UHC MA Plan)

Summary of Resolution Activities—BSC

- Created a list of unvaccinated members from Blue Shield claims information and the California State Registry (CAIR2)
- Shared the list with Brown & Toland and Hill Physicians/UCSF
- Data integrity issues discovered where the medical groups showed proof of vaccination for many of the members BSC had on the list as unvaccinated
- Set up calls with Brown & Toland and Hill Physicians/UCSF in September to discuss options and understand their efforts to date. Continued calls into October
- Brown & Toland is working on a letter to be sent to their members and will work with the SFHSS team directly to approve the letter and get that out to the members
- In discussions with all the other medical groups, they are making similar efforts to outreach to their members as described in the next slide for Hill Physicians. Blue Shield can also send out letters to members for the SFHSS members specifically

Summary of Resolution Activities—BSC

- UCSF and Hill Physicians have already been advancing efforts for their unvaccinated members:
 - Outreach to underserved patient populations (certain minority populations as well as those less likely to have access to transportation)
 - Outreach to unvaccinated members via MyHillChart (MHC) patient portal messages
 - Provided resources to MDs to help them address COVID-19 vaccine hesitancy with their patients
 - Provided PCPs instructions on how to obtain list of patients in HillMetrics assigned to them that have not received the COVID-19 vaccine
 - Added blurb on COVID-19 vaccine importance to quality gaps in care outreaches
 - Members of their virtual care team speak with patients regarding the COVID-19 vaccine (e.g. Virtual pharmacist, Case manager, Health Educator) during their outreaches to patients

Summary of Resolution Activities—BSC

- UCSF and Hill Physicians have already been advancing efforts for their unvaccinated members (continued):
 - Blurb on COVID-19 vaccine importance within flu vaccine outreach campaign material
 - Frequent updates to Hillphysicians.com website and the MD digest on COVID-19 vaccine importance, who qualifies, dispelling myths, and where members can get theirs
 - Message on boosters and 3rd dose and who qualifies to members within MHC patient portal (future outreach)
 - Exploring Cipher IVR options for future outreach
 - Blue Shield funding efforts to reach specific SFHSS members who have not had outreach to date for future outreach – letter campaign or call campaign