

San Francisco HSS: 1/1/2018 Trio Proposal

5/11/2017

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
- Create competition in the marketplace
- Transform health care delivery
- To ensure everyone has access to high-quality care at an affordable price



What is Trio?

- A high efficiency network of premier hospitals and providers
- Trio includes more than 12,000 high quality physicians focused on coordinated care, improving the patient experience and lowering the cost of care
- Trio is a plan offering HSS members the same plan design, lower contributions, with access to many of the same doctors they use today
- The Trio network is developed by leveraging Blue Shield's deep provider and HMO ACO partnerships
- SFHSS current ACO partners, John Muir, Hill Physicians and Brown & Toland are in Trio



How does Access+ Compare to Trio?

Key differences are as follows:

Benefits	Same
Plan Design	Same
Cost	10% less
Hospital Network	Some Differences. Sutter being the largest exclusion under Trio
Physician Network	Some differences. Sutter being the largest exclusion under Trio



Trio Network

- Trio includes current Medical Groups covering 70% of HSS members today:
 - Brown & Toland
 - Hill Physicians
 - John Muir
 - Meritage
 - Santa Clara Independent Physician Association
- Trio includes most of the hospitals related to these medical groups
- Trio does not include Sutter providers (inpatient/outpatient providers)
- Trio does not include California Pacific Medical Center(s) (Sutter) in San Francisco, even if referred by Brown & Toland

Trio Network

Brown & Toland could refer to the following facilities under each network

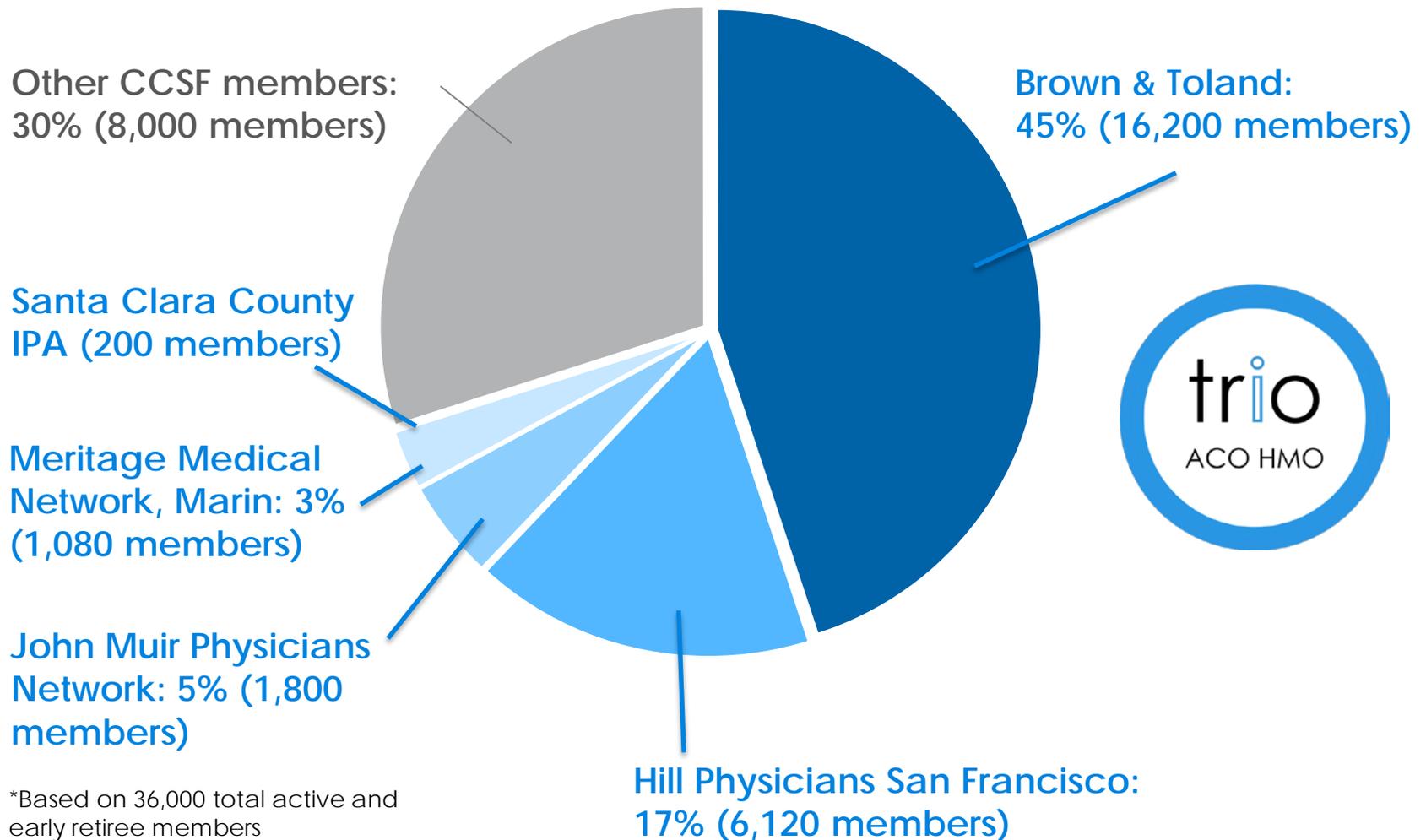
Brown & Toland Access+	Brown & Toland Trio
California Pacific Med Center Pacific Campus CPMC Davies Campus St. Lukes Campus	Not Available
Medical Center at UCSF St Francis Memorial Hospital St Marys Medical Center UCSF-Mt Zion UCSF Med Ctr Mission Bay	Medical Center at UCSF St Francis Memorial Hospital St Marys Medical Center UCSF-Mt Zion UCSF Med Ctr Mission Bay

Trio Network

Brown & Toland Doctors

	Access+	Trio
Physicians	1,391	1,391
Hospitals	9	5
Urgent Care	11	11

70% SFHSS membership is currently in Trio



*Based on 36,000 total active and early retiree members



Trio Communications Approach: Ensure a smooth transition

- ❑ **Robust rollout and education targeted to employees and early retirees**
- ❑ **Introduce Trio and address employee questions and concerns:**
 - Be clear about Brown & Toland (B&T) Trio members no longer having 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
 - 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/webinars and communicate with members.
- ❑ **Provide HSS Benefits Staff** with talking points and training about the Trio HMO plan.





Event Communications For all members

Pre-OE events

- In-person and/or Webinars with key ACO partners (Brown & Toland, Dignity, UCSF, Hill Physician, etc.)

In-person OE Events

- Supported by Blue Shield, key ACO partners (Brown & Toland, Dignity, UCSF, Hill Physician, etc.)
- Trio (print) collateral and signage

Digital communications

- Newly designed, responsive blueshieldca.com/sfhss,
- Social media (Facebook ads, etc.)

Responsive Website



Social Media



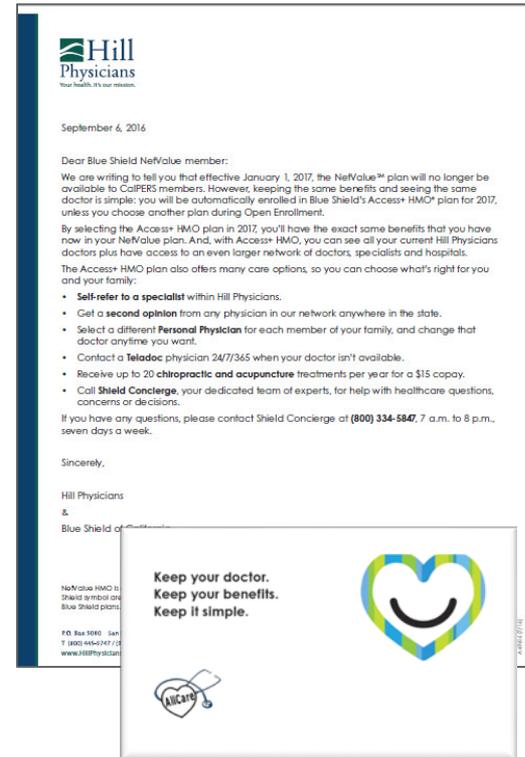
In-person events



Direct & Email Communications

For targeted members

Audience	Tactics
<p>Members w/ Trio PCPs (who will be auto-enrolled)</p>	<p>Letter/email blast:</p> <ul style="list-style-type: none"> • Letter explains the benefits & features of the Trio ACO HMO plan and each medical groups services. • Inform them of hospital affiliation change. • Partner with B&T and Hill Physicians to co-branded letter. <p>Out-bound calls:</p> <ul style="list-style-type: none"> • Calls to members who will be enrolled (Blue Shield or the Trio medical groups)
<p>Members (Families) w/mixed PCPs (Trio/non-Trio)</p>	<p>Letter/email blast:</p> <ul style="list-style-type: none"> • Introduce Trio with key messaging • Inform them of hospital affiliation change.
<p>HMO members who do not currently have Trio PCPs</p>	<p>Letter/email blast:</p> <ul style="list-style-type: none"> • Introduce Trio with key messaging.





Training & Communications E-Toolkit For HSS staff

Talking points/FAQs

On-site/WebEx training

Communications E-Toolkit:

- Email templates
- Messaging for HSS newsletters, social media, and myhss.org



Trio Renewal Offer

- Trio to be offered alongside the current HMO Access+ plan – members enrolled in Access+ in 2017 who do not actively choose a Blue Shield option will be automatically enrolled in the lowest cost option
- 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



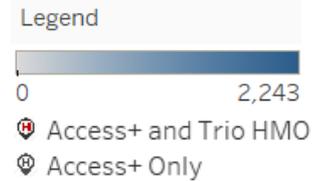
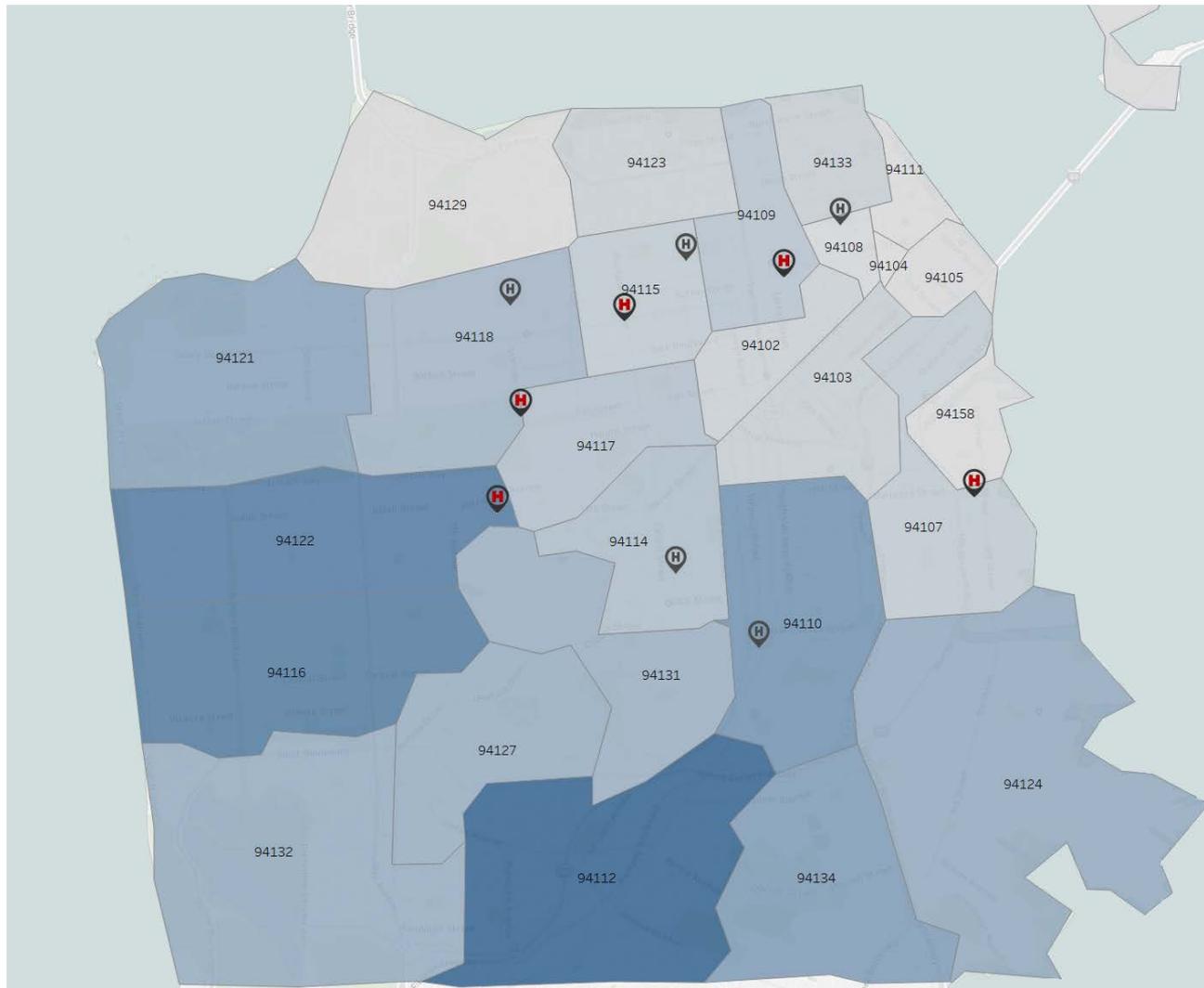
Thank you



Appendix



CCSF San Francisco Membership



CCSF Bay Area Map with Trio Hospitals

