

Blue Shield Medicare PPO Transition Update

Health Service Board Meeting • November 14, 2024

Presenters:

Rey Guillen, *SFHSS Chief Operating Officer*

Olga Stavinskaya-Velasquez, *SFHSS Operations Manager*

Rob Smith, *Senior Director - Medicare Growth*

Tiffany Gill, *Strategic Account Executive*

Agenda

SFHSS Update	Blue Shield Update
Project	BSC Implementation Dashboard
Objective	Opportunities for Improvement
HSS Implementation Dashboard	Addressing Member Concerns
Milestones Timeline	Call Metrics
Shared Success Metrics	Microsite Data
Member Engagement	Member Feedback
Call Metrics	Looking Ahead

Project

In June 2024, the San Francisco Health Service Board approved Blue Shield of California to be the new administrator for SFHSS's Medicare Advantage PPO Plan effective January 1, 2025.

This plan transition involves transferring 18,500 UnitedHealthcare Medicare Members and 1,500 Non-Medicare Members to SFHSS's new Blue Shield Medicare Advantage PPO plan.

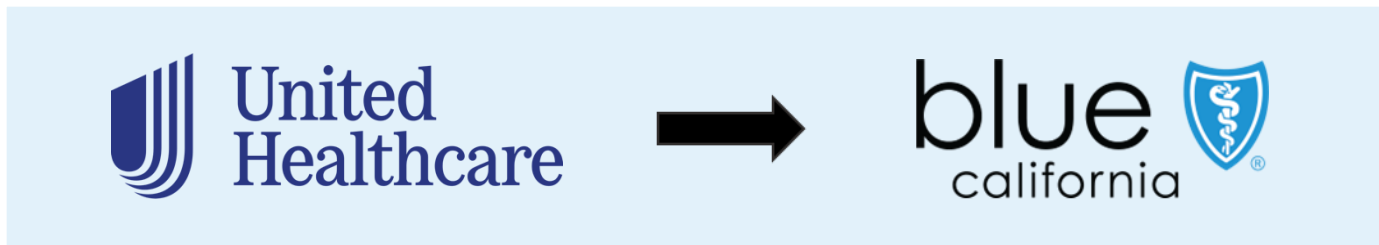
Objectives

One

Deliver a smooth transition for HSS members currently enrolled in UnitedHealthcare MAPD PPO to Blue Shield of California MAPD PPO.

Two

Address the concerns of members and reassure them that they will continue to receive the excellent care they are accustomed to.



Administrative Plan Implementation Progress

Workstream	Status	Target date	Key Call Outs
Rates	Complete	8/26/2024	Rates calculated 8/26/24, QA 9/11/24, Peoplesoft load 9/13/24
Plan Documents	On Track	12/31/24	MAPD SBC was received 10/1/24, EOC on 10/10/24. The COB and PDP documents have not posted.
Salesforce	Complete	9/30/24	Case creation and routing rules 8/26/24, VSA onboarded 9/3/24, Modified to incorporate Blue Shield data
PeopleSoft	At Risk	July 2024- Dec. 2025	eBenefits 9/30/24, EDI 12/2/24, Payment & Deduction Files Jan. 31, 2025, Regulatory Reporting Dec. 2025
ECM	Complete	9/27/24	
Cisco Webex	Complete	9/3/24	Set-up queue directly to Blue Shield

Status:

On track

At Risk

Missed

Complete

Member Experience Milestones Timeline

September 2024

9/10: VPOA Town Hall

9/16: POB Town Hall

9/16–9/27: Open Enrollment Letters

9/23–10/25: Onsite Blue Shield Reps



9/30: Open Enrollment Begins

October

10/3: Blue Shield Medicare PPO Webinars (OE), and HSS Medicare Webinars (OE)

10/16: RECCSF Virtual Town Hall

10/17: UESF Town Hall

10/25: Open Enrollment Ends at 5 p.m., PST

December

12/2: Eligibility Data, Confirmation Statement Mailing Date

January 2025

1/1/2025: Coverage effective January 1.

Shared Success Metrics



Resolving Member Issues

- Track first-call resolutions
- Track call reasons to help determine next mass communications opportunity
- HSS & BSC track both in-bound and outbound calls about MAPD PPO transition



Reaching As Many Members

- Track participation in:
 - Townhalls
 - Webinars
- Track QR code survey response
- Track email engagement
- Track microsite and search tool utilization
- Develop progress dashboard and issues log for joint resolution



Open Enrollment Engagement Update

Retiree Stakeholder Meetings

- Veteran Police Officers Association (VPOA)
 - ~60 attendees
- Protect Our Benefits (POB)
 - ~14 attendees
- Retired Employees of the City & County of San Francisco (RECCSF)
 - ~30 virtual participants
- United Educators of San Francisco (UESF)
 - ~50 attendees

During the meetings, we:

- Addressed concerns
- Answered plan questions
- Provided dedicated resources for members who had more questions
- Shared our commitment for ongoing support for our retirees
- Discussed plan to host a series of workshops in 2025 to ensure members stay engaged in their health through the benefits of their Medicare plan

Open Enrollment Engagement Update

6 Webinars

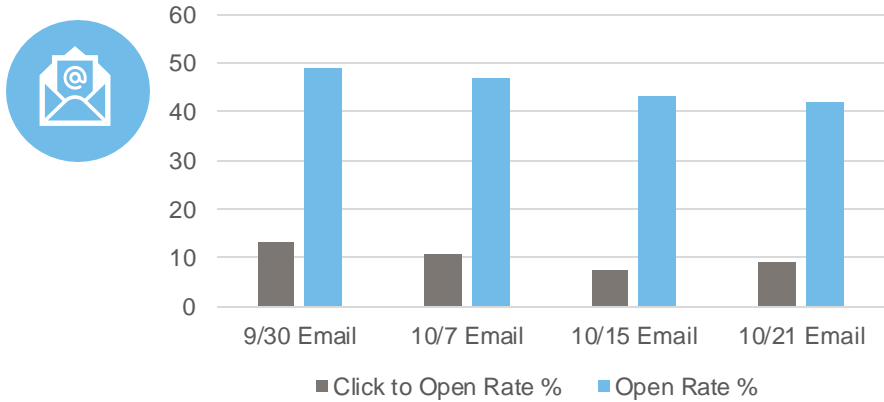
- 3 Dedicated Blue Shield Deep Dive webinars with an average of 92 participants.
- 3 General HSS Medicare Plans webinars with an average of 69 participants.
- Common questions included gym membership differences, access to Walgreens, OptumRx, and access to providers.



Member Engagement

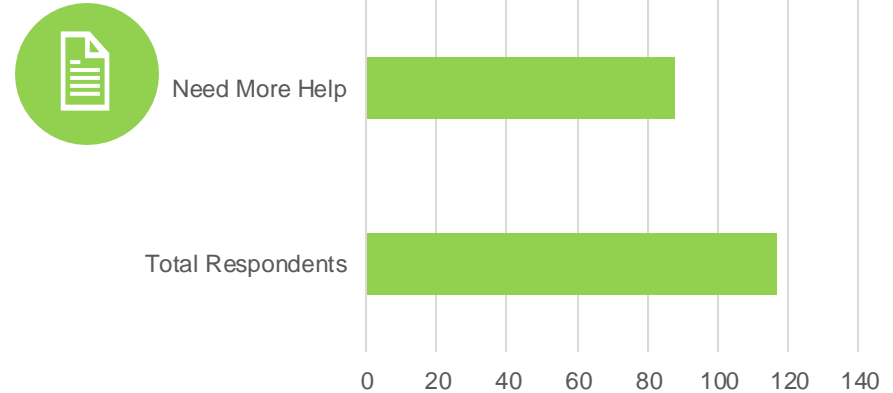
Open Enrollment Email Engagement

Goal: > 50% Open Rate



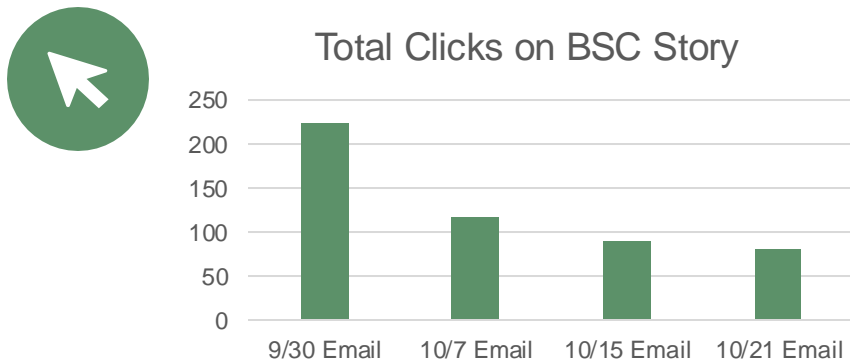
QR Code Response From Mailed Letters

Goal: > 100



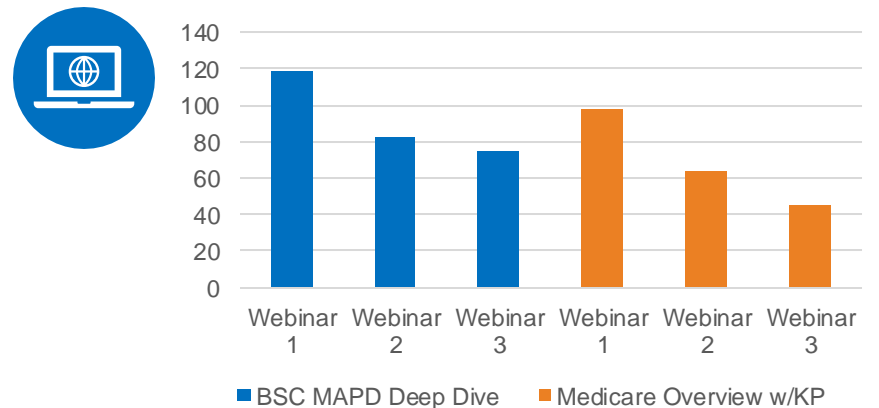
Blue Shield Medicare Interest

Goal: > 100



Webinars

Goal: > 80



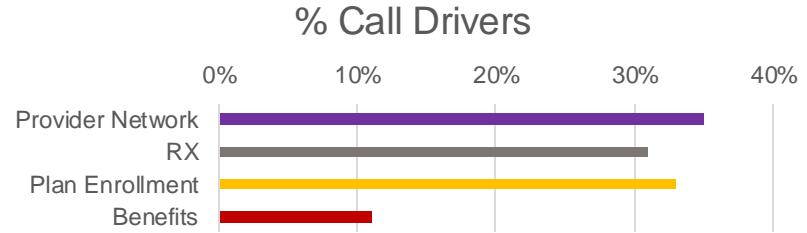
HSS Call Metrics – Pre-Open Enrollment

Call Volume



197
BSC transition calls handled
 Aug. 5th—Sep. 27th

Support Drivers Metrics



Number of In-Person Interactions



5
BSC transition interactions handled
 Aug. 5th—Sep. 27th

HSS to BSC Calls



178
HSS -> BSC Calls
 Members connecting with BSC through the HSS phone system

Average Speed to Answer*

Goal: <180 secs



130 secs
 Aug. 5th—Sep. 27th

Average Handle Time*

Goal: <10 min



12.82 minutes
 Aug. 5th—Sep. 27th

First Contact Resolution

Goal: >75%



91%
 Aug. 5th—Sep. 27th

*Data reflects all retiree queue calls

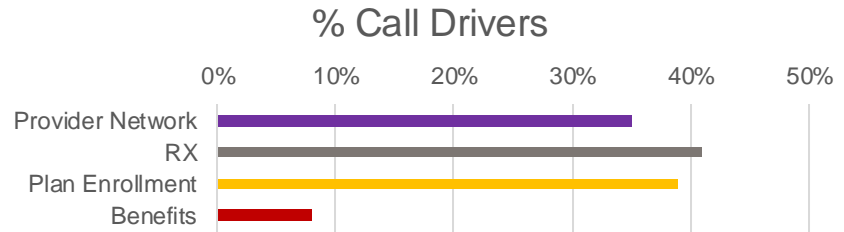
HSS Call Metrics – Open Enrollment

Call Volume



120
BSC transition calls handled
 Sep 30th—Oct 25th

Support Drivers Metrics



Number of In-Person Interactions



27
BSC transition interactions handled
 Sep 30th—Oct 25th

HSS to BSC Calls



822
HSS -> BSC Calls
 Members connecting with BSC through the HSS phone system

Average Speed to Answer*

Goal: <180 secs



253 secs
 Sep 30th—Oct 25th

Average Handle Time*

Goal: <10 min



13.9 minutes
 Sep 30th—Oct 25th

First Contact Resolution

Goal: >75%



94%
 Sep 30th—Oct 25th

*Data reflects all retiree queue calls



Blue Shield Update

Blue Shield MAPD-PPO Transition Dashboard

Week ending on 11/01/2024			
Workstream	Status	Target date	Key Call Outs
Implementation Planning	On Track	On going	Proceeding as planned.
Materials – Communications and OE Readiness	On Track	July-October	Proceeding as planned.
Customer Care Readiness	Complete	August	Customer Care up and running.
Benefit Plans, Benefit Documents, Contracts, and Agreements	On Track	Mid-August to December	Proceeding as planned.
Group Structure / Group Structure Reporting (GSR)	Complete	August 8	Completed on time.
Electronic File Enrollment and ID Card Mailing	At Risk	November 25 December 2	SFHSS to send enrollment file 12/2 & ID cards triggered in mid-December
Medical Transition for Prior Authorizations - Medicare	On Track	11/1, 1/13	Despite the challenges in gathering Prior Authorization data from UHC, Blue Shield of California will fulfill the CMS requirement for the 90-day continuity of care, including prior authorizations previously approved with no member action required.
Pharmacy Transition	On Track	August-January	Proceeding as planned.
Post Implementation	Not Started	February	TBD.

Status:

On Track

At Risk

Missed

Complete

Opportunity for Improvement

Medicare Stars

- The Center for Medicare & Medicaid Services, also known as CMS, recently released its Medicare Star rating in October 2024, based on 2023 Plan Year results.
- The Blue Shield Medicare PPO plan dropped by 1 star from 3.5 Stars to 2.5 Stars. SFHSS Medicare PPO retirees are not included in this rating.
 - SFHSS members' plans will start in January 2025, which will be reflected in the scores that CMS will release in October 2026.
- A significant contributing factor to the rating drop in 2023 was member engagement with their preventative care screenings and wellness visits.
- These Star Ratings do not change our commitment to ensuring SFHSS Medicare members have a smooth transition with access to the same doctors, the prescription medications they need, and timely claims payment.
- Blue Shield has learned a lot about how we can improve member engagement since 2023, and these learnings have translated into the special support Blue Shield has been providing SFHSS members including:
 - Dedicated Concierge Member Service, custom microsite, and close partnership between HSS Staff and BSC to customize communication strategies for member education.

Addressing Member Concerns

News About Blue Shield's Reduction in Force

- As a nonprofit health plan, Blue Shield of California is driven by our mission to provide access to high quality health care that's sustainably affordable. With members at the center of everything we do, ensuring we have the right roles, talent, skills, and capabilities in place to deliver on our mission is critical.
- With that in mind, we've reduced our staff by 61 positions, or less than 1% of our workforce. These layoffs are largely due to the closure of one of our Blue Shield Promise clinics in Southern California. We do not anticipate any SFHSS member impact.
- Blue Shield continues to be a very financially sound organization and recently given an 'A' financial strength rating with accompanying 'stable' outlooks affirmed by Fitch and A.M. Best.
- This impact is not related to the Stars rating reduction.

Pharmacy - Network

- Walgreens is included in the Blue Shield network but is not a preferred pharmacy. Only preferred pharmacies offer a 100-day supply for the cost of 2x copay.

Addressing Member Concerns

Pharmacy - Mail Order or Local Pharmacy

- Members who currently have Mail Service Pharmacy for their maintenance medications will automatically have their prescriptions transferred to Amazon Pharmacy for fulfillment.
 - Instructions will be mailed to current mail service members on how to create an Amazon Pharmacy account to continue to receive their home mail service.
- Mail delivery with Amazon Pharmacy is optional. Members can choose what works best for them: mail delivery via Amazon Pharmacy or filling prescriptions at their local retail pharmacy.
- There are retail pharmacy options that may also allow members to receive home delivery for their prescriptions.
- Members have the choice to transfer their maintenance medications to a retail pharmacy that may offer home delivery. If the pharmacy of choice is a Blue Shield preferred retail pharmacy, the member cost share is the same as the home delivery with Amazon Pharmacy.

BSC Call Metrics – Pre-Open Enrollment

Call Volume



1,591

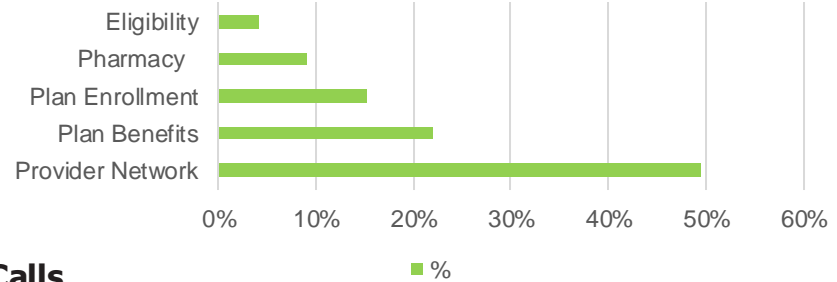
BSC transition calls handled

Aug. 5th—Sep. 27th

Support Drivers Metrics



% Call Drivers



Number of In-Person Interactions



2

BSC transition interactions handled

Aug. 5th—Sep. 27th

BSC to HSS Calls



242

BSC-> HSS Calls

Members connecting with HSS through the BSC phone system

Average Speed to Answer

Goal: <180 secs



18 secs

Aug. 5th—Sep. 27th

Average Handle Time

Goal: <10 min



15 minutes

Aug. 5th—Sep. 27th

First Contact Resolution

Goal: >75%



99%

Aug. 5th—Sep. 27th

BSC Call Metrics – Open Enrollment

Call Volume



2,608

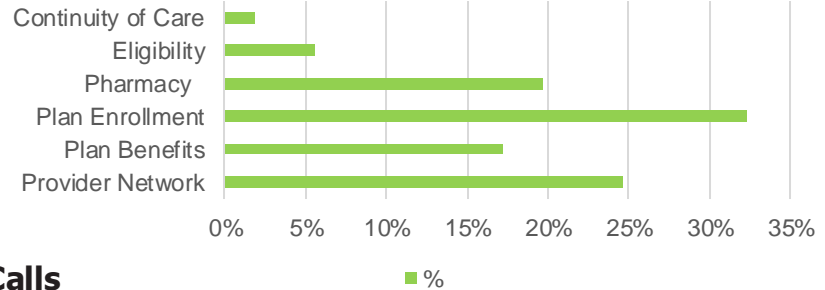
BSC transition calls handled

Sep 30th—Oct 25th

Support Drivers Metrics



% Call Drivers



Number of In-Person Interactions



66

BSC transition interactions handled

Sep 30th—Oct 25th

BSC to HSS Calls



844

BSC-> HSS Calls

Members connecting with HSS through the BSC phone system

Average Speed to Answer

Goal: <180 secs



16 secs

Sep 30th—Oct 25th

Average Handle Time

Goal: <10 min



14 minutes

Sep 30th—Oct 25th

First Contact Resolution

Goal: >75%










100%

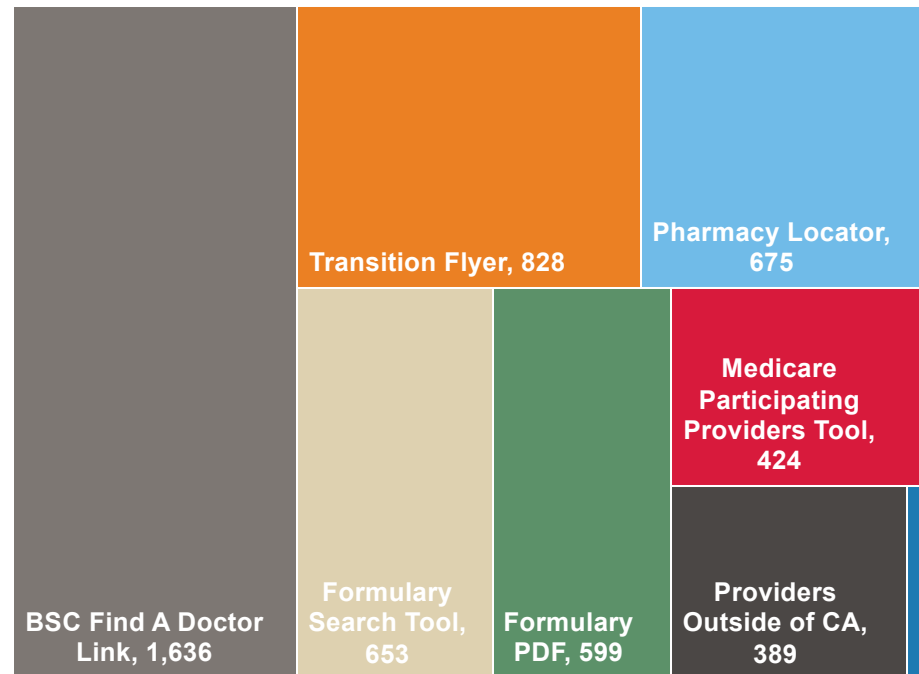
Sep 30th—Oct 25th

Blue Shield Microsite Data – Pre-Open Enrollment

Top Visited Links on SFHSS Microsite: August 5 – September 29

Top Visited Micro Site Pages	Page Views
 BSC Find A Doctor Link	1,636
 Transition Flyer	828
 Pharmacy Locator	675
 Formulary Search Tool	653
 Formulary PDF	599
 Medicare Participating Providers Tool	424
 Providers Outside of CA	389
 Telephone Number	21

BSC TOP VISITED WEBPAGES

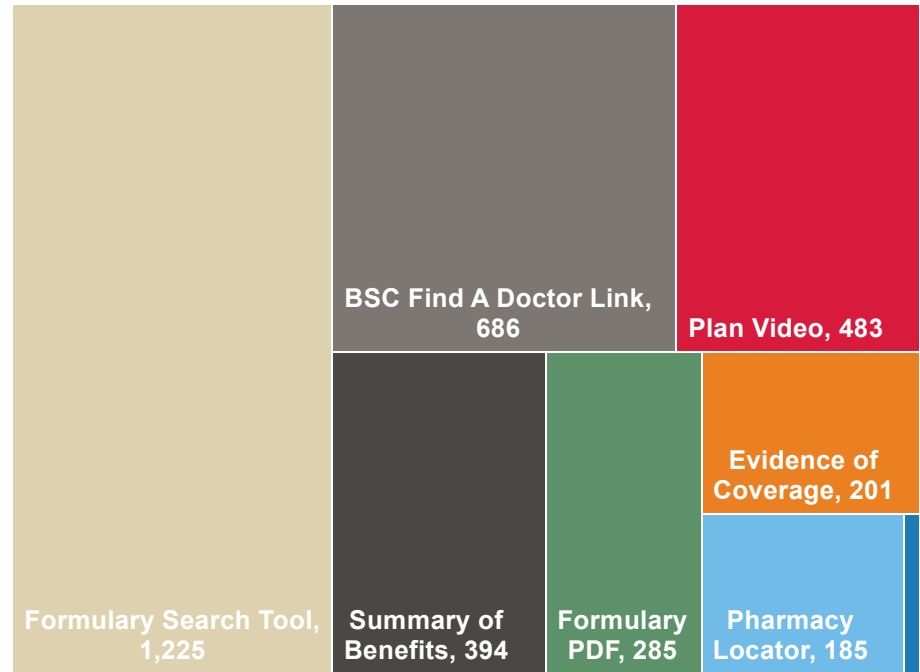


Blue Shield Microsite Data – Open Enrollment

Top Visited Links on SFHSS Microsite: September 30 – October 25

Top Visited Micro Site Pages	Page Views
BSC Find A Doctor Link	686
Evidence of Coverage	201
Pharmacy Locator	185
Formulary Search Tool	1,225
Formulary PDF	285
Plan Video	483
Summary of Benefits	394
Telephone Number	15

BSC TOP VISITED WEBPAGES



Blue Shield Kudos

- **Barbara from San Francisco** shared that she is an 82-year-old retiree and was thrilled when she spoke to Jasmin. Barbara shared that Jasmin was very patient and professional and took the time needed to walk me thru how to navigate the microsite, in essence holding my hand.
- **Daniel from Escalon** called in to share he just got off the phone with Samantha who was able to answer all his questions about the change from UHC to BSC and provide reassurance. Samantha was perfect and I sure do appreciate how thorough and knowledgeable she was.
- **Gayle from San Francisco** shared that she had a wonderful experience with Gabby who spent a lot of time with her, and she sure appreciated that!
- **Larry from San Francisco** shared that he spoke to Sandra who truly went above and beyond to help him and his wife understand plan types. Sandra connected SFHSS with me and helped me navigate ensuring the update was made. To sum it up "Let me tell you Sandra is terrific."
- **Clifford from Berkeley** called to share that he truly enjoyed his conversation with Demonte. Clifford wanted to commend Demonte, not only on his listening skills but also on his overall excellent assistance; he couldn't have asked for a better experience.

Looking Ahead

- We are confident that our nearly 18,500 members who were part of the UnitedHealthcare MAPD PPO plan will be successfully transitioned to Blue Shield Medicare PPO with minimal interruption, effective January 1, 2025.
- Although we are disappointed in Blue Shield’s drop in Medicare Star Rating for 2025, we are confident this will not reflect the customer service and care our members will receive.
 - Blue Shield has provided our members with a dedicated Concierge Member Services team and a custom microsite. We also have a close partnership with Blue Shield leadership allowing us to customize communication strategies for member education.
 - Working with AON, we have developed a scorecard benchmarked against the care and services provided to our members under UnitedHealthcare. This will be used to monitor and ensure our members continue to receive the same level of care and service with Blue Shield. The measurement areas are:
 - Preventative care and screenings
 - Drug adherence
 - Medical care and disease management

Questions?

