

Blue Shield Medicare PPO Transition Plan Update

Health Service Board Meeting • September 12, 2024

Presenters:

Rey Guillen, *SFHSS Chief Operating Officer*

Olga Stavinskaya-Velasquez, *SFHSS Operations Manager*

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Agenda

1. Project Overview
2. Objective
3. Member Experience Milestone Timeline
4. Progress Dashboard
5. Administrative Plan Implementation Progress
6. Metrics
 - a. Resolving Member Issues
 - b. Reaching As Many Members As Possible

Project Overview

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

This plan transition involves transferring 14,512 Members and 4,728 Dependents from UnitedHealthcare to Blue Shield. Of those:

- 1,064 Non-Medicare lives will be moved to either the Blue Shield Trio HMO, Access+ HMO, or the Non-Medicare PPO plan
- 2,128 Members and 578 dependents reside Out-of-State

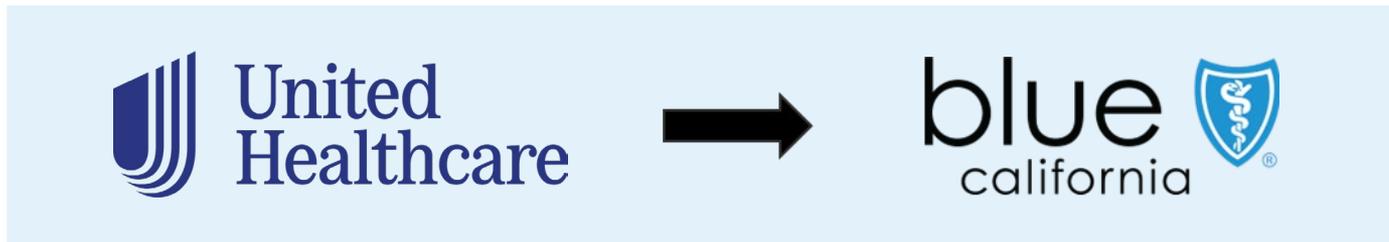
Objectives

One

Deliver a smooth transition as possible for SFHSS 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.



Member Experience Milestones Timeline

August	September	October
8/5: BSC Concierge call center starts taking calls from volunteer retiree test users	9/10: SF Veterans Police Officers Association Town Hall	9/23 – 10/25: Blue Shield Rep onsite at SFHSS Office to help members
8/8: BSC dedicated website with SFHSS benefits information	9/16 TBD: Protect Our Benefits Virtual Town Hall	Oct.: BSC Medicare PPO Webinars (OE)
8/19: 1 st Informational email sent	9/16–9/27: OE Letters Mailed to members to inform them of changes and enrollment opportunity	Oct.: BSC Virtual Consultations for members to discuss their needs
8/20: Informational Postcard mailed	9/30: Open Enrollment Begins	Oct. TBD: RECCSF/POB Townhall at Scottish Rite Masonic Center
8/26: 2 nd Informational emails sent		10/25: Open Enrollment Ends at 5 p.m., PST

SFHSS and BSC Shared Success Metrics



Resolving Member Issues

- SFHSS & BSC are tracking both in-bound and outbound calls about MAPD PPO transition.
- Tracking first-call resolutions.
- Tracking call reasons to help determine next mass communications opportunity.



Reaching As Many Members

- Track participation in townhalls.
- Track participation in webinars
- Track QR code survey response
- Track email engagement
- Track microsite and search tool utilization.
- Develop progress dashboard and issues log for joint resolution.



Blue Shield MAPD-PPO Transition Dashboard

Transition Dashboard Week ending on 08/30/2024			
Workstream	Status	Target date	Key Call Outs
Implementation Planning	On track	On going	Weekly Implementation Points
Materials – Communications and OE Readiness	On track	July-October	Printed and Digital Materials are Created
Customer Care Readiness	Complete	August	
Benefit Plans, Benefit Documents, Contracts, and Agreements	On track	Mid-August to December	Summaries and EOCs submitted mid-Aug
Group Structure / Group Structure Reporting (GSR)	Complete	August 8	
Electronic File Enrollment and ID Card Mailing	On track	November 25	SFHSS to send enrollment file 11/25 & ID cards triggered in mid-December
Medical Transition for Prior Authorizations - Medicare	At Risk	12/2 and lag file 1/9	UHC has yet to agree to send us Medicare Medical Prior Authorization files, which may delay treatment for some members.
Pharmacy Transition	At Risk	August-January	UHC has yet to agree to send the Pharmacy Specialty Open Refill Transfer File and Formulary Tier information
Post Implementation	Not Started	February	

Status:

On track

At Risk

Missed

Complete

Identified Issues and Resolutions In-Progress

SFHSS Members with Medicare Part B-Only

- 129 SFHSS members (less than 1% of population) only have Medicare Part B (No Part A)
- Blue Shield will be unable to get a MAPD Plan filed with CMS prior to January 1, 2025
- As a temporary one-year solution, Blue Shield will utilize one of their existing commercial plans to cover this group until their Medicare Part B-Only MAPD Plan is approved for January 1, 2026.
- Minor discrepancies in benefits exist, but all changes are enhancements.
- Members will be educated on the new plan and reassured they will receive the same comprehensive benefits and network flexibility.
- The only noticeable difference this group will see is that they will be issued separate ID cards for medical and prescription drug coverage.

Medical and Pharmacy Transitions Data Files

SFHSS and Aon will collaborate to engage UHC to outline critical data needs and urgency rationale in order to ensure a smooth transition.

Administrative & Systems Implementation Progress

Administrative & Systems Implementation Progress			
Workstream	Status	Target date	Key Call Outs
Rates	At Risk	9/13/2024	Rates calculated 8/26 Rates Q&A 9/11 Peoplesoft Load 9/13 Ongoing work with vendor, expect to be back on track
Salesforce	Complete		Case creation and routing rules 8/26 VSA onboarded 9/3
PeopleSoft	On track	July 2024-Feb 2025	System ready 9/27, eBenefits 9/30/24, EDI 11/25/24, Payment & Deduction Files Jan 2025
Electronic Content Management System	Complete	9/27/24	
Cisco Webex	On track	9/3/2024	

Status:

On track

At Risk

Missed

Complete

Call Metrics – MAPD Transition-Related Calls to SFHSS

Call Volume



89
Blue Shield Transition Calls Handled
 Aug. 5th—Aug. 30th

Number of In-Person Interactions



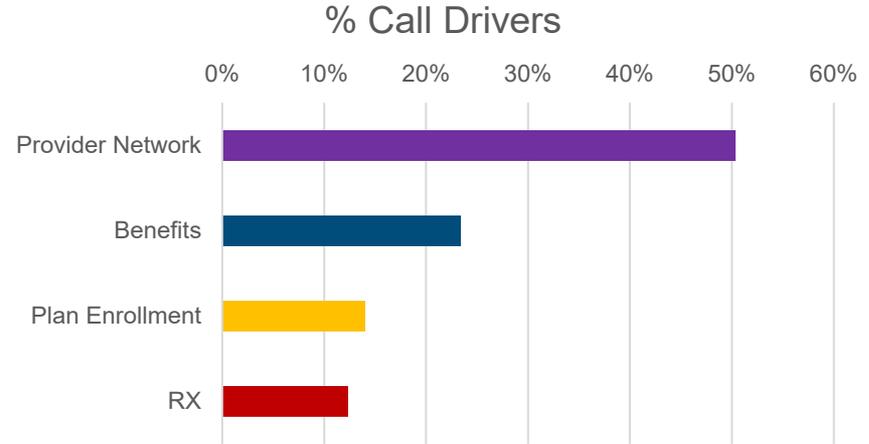
3
Blue Shield Transition Interactions Handled
 Aug. 5th—Aug. 30th

Average Speed to Answer*
Goal: <180 secs



155 secs
 Aug. 5th—Aug. 30th

Support Drivers Metrics



Average Handle Time*
Goal: <10 min



12.6 minutes
 Aug. 5th—Aug. 30th

First Contact Resolution
Goal: >75%



88%
 Aug. 5th—Aug. 30th

*Data reflects all retiree queue calls

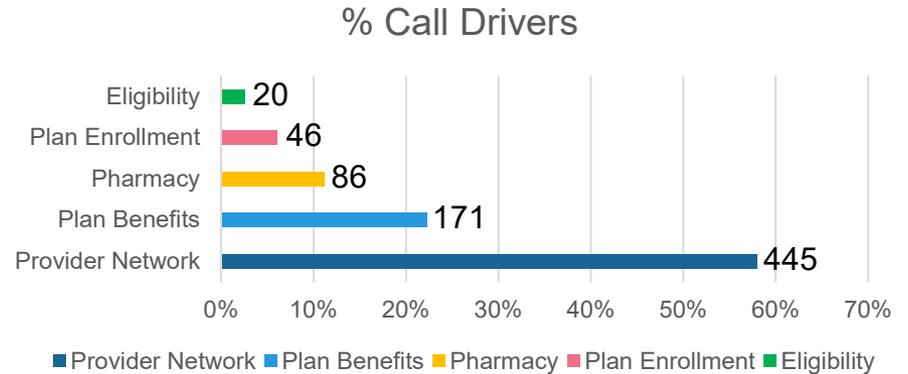
Call Metrics – MAPD Transition-Related Calls to Blue Shield

Call Volume



768
BSC transition
calls handled
 Aug. 5th—Aug. 30th

Blue Shield # Call Drivers



Average Speed to Answer Goal: <180 secs



19 secs
 Aug. 5th—Aug. 30th

Average Handle Time Goal: As Long As Needed



16 minutes
 Aug. 5th—Aug. 30th

First Contact Resolution Goal: >75%



100%
 Aug. 5th—Aug. 30th

Inbound Call Issues to be Addressed in Future Communications

Issue: Members have expressed concern that their gym is not included in the Silver Sneakers Program that Blue Shield provides.

- ✓ **Resolution:** Silver Sneakers will actively re-evaluate their current contracted gyms and attempt to expand their network in 2025 in identified areas for SFHSS. Members were also informed that UHC was already planning to switch their gym benefits to Silver Sneakers in 2025.

Issue: Split Family members didn't know which plans their non-Medicare dependents would be transferred into.

- ✓ **Resolution:** Based upon their current enrollment, split family non-Medicare members would be transferred into the comparable Blue Shield health plan, which may be the Blue Shield Trio, Access+, or PPO plan.

Issue: Drug formularies are not an exact match, and co-pays may vary based on the formulary tier.

- ✓ **Resolution:** Although the plan benefits are the same, 2% of our members' prescriptions may fall into a different formulary co-payment tier. Members can call Blue Shield to confirm whether or not their current prescriptions will have the same co-payments. If not, then they can explore alternatives.

Blue Shield Kudos

Joseph from San Francisco shared that JC was courteous and helped him with his concerns with benefits and current medications that put his mind at ease.

Faima from San Francisco shared that Naomi was professional, nice and caring and helped me out with all my questions on my new upcoming plan with BSC.

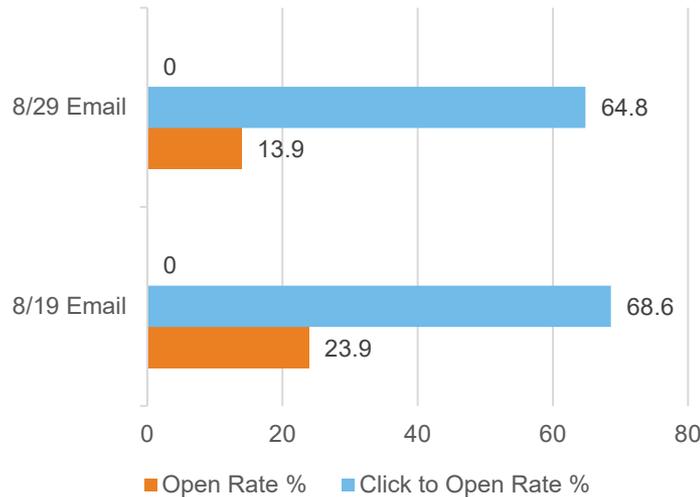
Frank from Idaho shared that he spoke to Dania and she helped me for about 20 minutes and couldn't have been nicer answering all my questions I had for me and my wife. Dania was fantastic.

Janet from San Carlos shared that when she called in, she spoke to Latrice about moving over to Blue Shield and was on the phone with her for 20 minutes. Janet went on to share how calm, patient and very professional Latrice was and let her take her time to ensure all her questions were answered.

HSS Member Engagement and Outreach

Email Engagement

Goal: >20% Click and 50% Open Rate



Postcard QR Code

Goal: 99% Awareness for Plan Transition



78% of members learned about the plan transition through the postcard

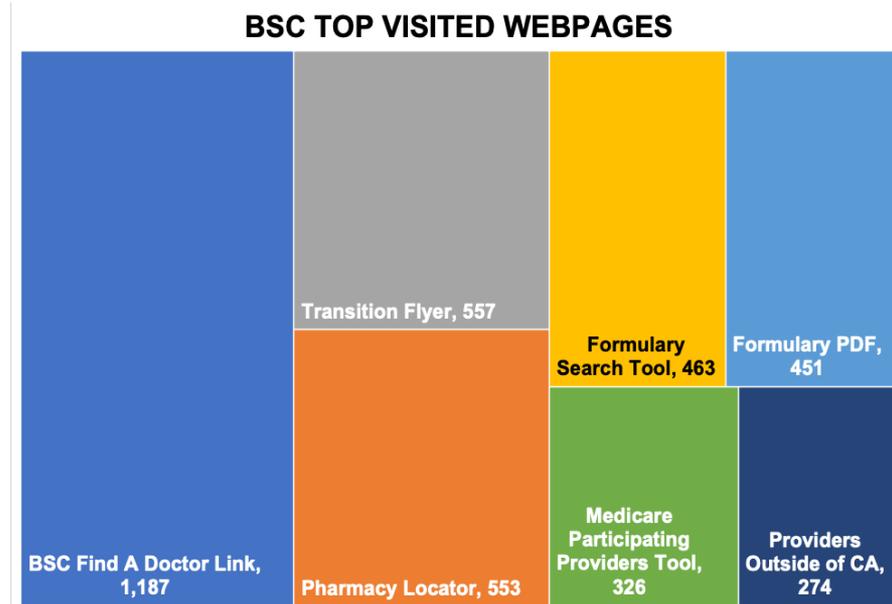
88% of members still had questions after receiving the postcard

Top 3 Questions were about Plan Benefits, Provider Access, and Pharmacy Access

Blue Shield Microsite Data

Top Visited Links on SFHSS Microsite Aug 5 – 31

Top Visited Micro Site Pages	Page Views
BSC Find A Doctor Link	1,187
Transition Flyer	557
Pharmacy Locator	553
Formulary Search Tool	463
Formulary PDF	451
Medicare Participating Providers Tool	326
Providers Outside of CA	274



Closing Remarks – Alex Uhm

- Blue Shield of California is honored to receive the Medicare business.
- We understand and have heard the concerns of SFHSS members.
- Medicare team is confident in providing same level of support and care.
- Blue Shield Medicare team will be openly engaged to hear from members and Board.
- We know we have to earn trust and will work hard to delight the SFHSS members.

Summary

- Our transition plan is working and we are on track for our implementation.
- Confident in success of this transition.
- Townhall feedback.
- Next report in November will capture Open Enrollment results.

