

# Blue Shield Medicare Advantage PPO Transition Update

Health Service Board Meeting • January 9, 2025

**Presenters:**

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# Agenda

SFHSS Update	Blue Shield Update
HSS Implementation Dashboard	BSC Implementation Dashboard
Successful Transitions	Call Metrics
Call Metrics	Member Engagement Experience
	Addressing Member Concerns
	BSC Medicare Programs & Care
	Looking Ahead

# Administrative Plan Implementation Progress

Workstream	Status	Target date	Key Call Outs
PeopleSoft	On Track	Jan 1 - Dec. 31, 2025	Payment & Deduction Files Jan. 31, 2025, CMS required HIPAA file additions April 2025, Regulatory Reporting Dec. 2025
Plan Documents	Complete	12/31/24	MAPD SBC was received 10/1/24, EOC on 10/10/24. The COB and PDP documents have not posted.
Rates	Complete	8/26/2024	Rates calculated 8/26/24, QA 9/11/24, Peoplesoft load 9/13/24
Salesforce	Complete	9/30/24	Case creation and routing rules 8/26/24, VSA onboarded 9/3/24, Modified to incorporate Blue Shield data
HIPAA EDI	Complete	12/4/24	Modification of HIPAA 834 Eligibility file and secure transmission to vendor
Cisco Webex	Complete	9/3/24	Set-up queue directly to Blue Shield

Status:

On track

At Risk

Missed

Complete

# Successful Transition



- December 4, 2024 – SFHSS sent an eligibility file with 19,100 members to Blue Shield
- December 16, 2024 – Blue Shield initiated the distribution of new member ID cards and welcome kits.
- 7% of the files required manual override. All manual entries were completed by December 20, 2024.
- A small portion had errors from manual entry.

# HSS Call Metrics – December 2024

## Call Volume



**150**  
**BSC transition calls handled**  
 Dec 1<sup>st</sup>—Dec 31<sup>st</sup>

## Number of In-Person Interactions



**10**  
**BSC transition interactions handled**  
 Dec 1<sup>st</sup>—Dec 31<sup>st</sup>

## Average Speed to Answer\*

**Goal: <180 secs**



**372 secs**  
 Dec 1<sup>st</sup>—Dec 31<sup>st</sup>

## Support Drivers Metrics

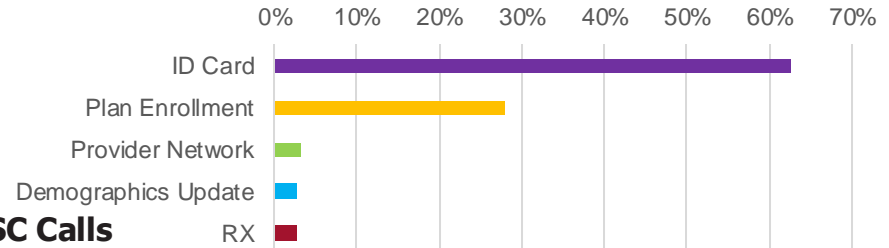


## HSS to BSC Calls



**525**  
**HSS -> BSC Calls**  
 Members connecting with BSC through the HSS phone system

## % Call Drivers



## Average Handle Time\*

**Goal: <10 min**



**13 minutes**  
 Dec 1<sup>st</sup>—Dec 31<sup>st</sup>

## First Contact Resolution

**Goal: >75%**



**94%**  
 Dec 1<sup>st</sup>—Dec 31<sup>st</sup>

\*Data reflects all retiree queue calls



# Blue Shield Update

# Blue Shield MAPD-PPO Transition Dashboard

Week ending 1/3/2025			
Workstream	Status	Target date	Key Call Outs
Post Implementation	On Track	February 2025	Plans are in place to address Pharmacy transition, prior-authorization and Appeals & Grievances. Review call trends; Review first bill; Validate ongoing EDI files.
Benefit Plans, Benefit Documents, Contracts, and Agreements	On track	Mid-August to December 2024	Proceeding as planned.
Medical Transition for Prior Authorizations – Non-Medicare Members	On Track	11/1/24, 1/13/25	
Pharmacy Transition	On Track	August 2024 – January 2025	Proceeding as planned
Materials – Communications and OE Readiness	Complete	July-October 2024	
Implementation Planning	Complete	On going	
Electronic File Enrollment and ID Card Mailing	Complete	December 4, 2024	SFHSS sent enrollment file 12/04 and it has processed successfully with nearly all ID cards triggered.
Customer Care Readiness	Complete	August 2024	Customer Care up and running,
Group Structure / Group Structure Reporting (GSR)	Complete	August 8, 2024	Completed on time.

Status:

On Track

At Risk

Missed

Complete

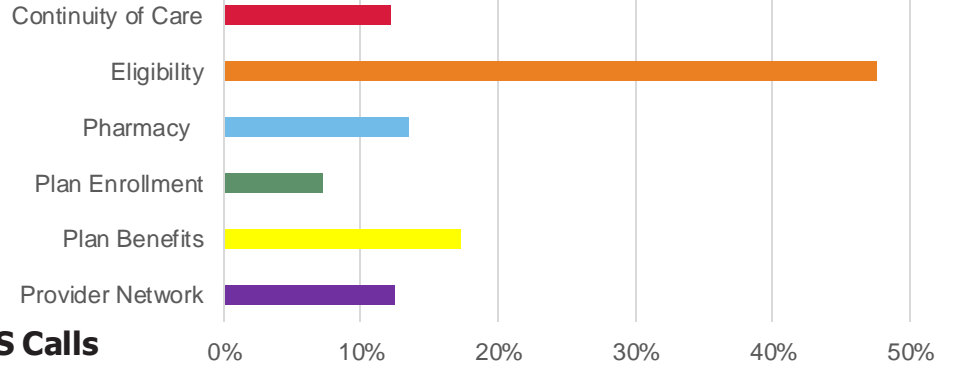
# BSC Call Metrics – December 2024

## Call Volume



**4,288**  
**BSC transition**  
**calls handled**  
 Dec 1st — Dec 31st

## Support Drivers Metrics



## Number of ID Card Inquiries



**1,614**  
**BSC ID Card**  
**Inquiries handled**  
 Dec 1st – Dec 31st

## BSC to HSS Calls



**311**  
**BSC-> HSS Calls**  
 Members connecting with HSS through the BSC phone system

## Average Speed to Answer

**Goal: <180 secs**



**64 secs**  
 Dec 1st - Dec 31st

## Average Handle Time

**Goal: <10 min**



**13 minutes**  
 Dec 1st - Dec 31st

## First Contact Resolution




**Goal: >75%**

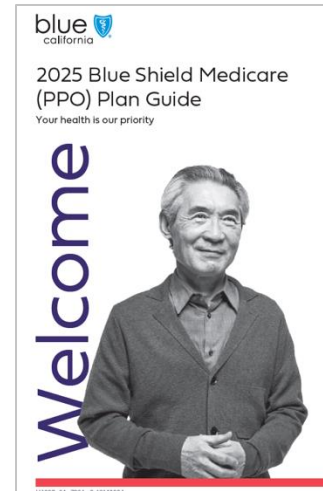


**99%**  
 Dec 1st – Dec 31st



# Blue Shield Member Experience – ID Cards & Welcome Kits

<b>Blue Shield</b>  California and National Coverage		<b>SAN FRANCISCO HEALTH SERVICE SYSTEM</b>	
<b>Member:</b> SAMPLE		<b>Blue Shield Medicare (PPO)</b>	
<b>ID#:</b> XRT980624178		<b>Group #:</b> W0051448	<b>Card Issued:</b> 10/16/2024
<b>Copayments</b>		<b>Plan code:</b> 801	<b>RxBin:</b> 026696
<b>Primary Care:</b> \$5	<b>Specialist:</b> \$15	<b>RxPCN:</b> 77993322	<b>Issuer:</b> 80840
<b>Urgent Care:</b> \$20	<b>Emergency Room:</b> \$65	CMS H4937-801	
 Prescription Drug Coverage		Medicare limiting charges apply. 	



- Monitoring receipt of ID cards and calls inquiring on cards status
  - Instructions for maintenance prescriptions with Amazon Pharmacy are included with the Welcome Kits
- Welcome Kits sent separately from ID cards

# Addressing Member Concerns

## CMS Confirmation of Enrollment Letter

- Blue Shield sent a letter to all their Medicare PPO members explaining a requirement for prior authorization to see an out-of-network provider, which is not applicable to SFHSS members.
- SFHSS has sent a correction letter because our **Blue Shield MAPD PPO** members are generally not required to seek prior authorization to see an out-of-network provider.

## Prior Authorization Issue

- A few providers did not accept verbal authorization from the Blue Shield Provider Services Team.
- Blue Shield has developed a written authorization for their Provider Services center to provide any doctor who calls for an SFHSS member if a provider requests a written authorization.

# Blue Shield Medicare Programs & Care

Looking to proactively engage members through various programs:

Comprehensive communication campaigns including custom mailings, custom emails, and follow-up telephonic outreach will be utilized to target members related to specific programs.

- **In-Home/Virtual Health Visits Program** – targeting April / May 2025
  - This program educates and encourages Medicare members to receive the needed care in the comfort of their homes (whether in person or virtually) and may perform variety of procedures including:
    - Flu vaccine, Blood Pressure Check, Bone Density Scan, Diabetes Eye Exam, Kidney Health Evaluation, Diabetes A1c Test, and Colorectal Cancer Kit
- **Mailed Lab Test Kit Program** for Preventative Care Screening – targeting April 2025
  - Will help incentivize Medicare members to take care of their health by providing convenient ways for members to complete their healthcare screenings including:
    - Colorectal Cancer Screening Kit, A1c Kit, and KED Kidney Testing Kit
- **Member Appreciation Program** (\$10 - \$50 gift cards) throughout 2025
  - Aims to incentivize members to take care of their health by ensuring they are closing their care gaps through the completion of specific healthcare screenings including:
    - Annual Wellness Visits, Flu Vaccine, Breast Cancer Screenings, Colorectal Cancer Screening, and Diabetes Eye Exam
    - BSC In-Home Osteoporosis Management for Women Program
      - A dedicated LVN who conducts outreach to Medicare members and provides in-home appointments to help complete a bone density scan.

# Blue Shield Medicare Programs & Care

Will continue to care for members through Care Management initiatives to identify high-risk members:



**Data is used for more targeted outreach & greater impact**

Behavioral health	Pain management
Depression	Respiratory conditions
Cancer	Stroke
Cardiovascular conditions	Catastrophic injury
Diabetes	LGBTQ health
Recent ER utilization or hospital stays	Transplant process
Musculoskeletal conditions	High cost
Opioid use	

Includes authorizations, medical and pharmacy claims, well-being assessments and direct referrals

# Blue Shield Medicare Programs & Care

Will offer specialty care management teams to support:



Acute care



Musculoskeletal and  
pain management



Chronic conditions



Co-morbid depression  
with chronic illness



Behavioral health  
navigation



Nutrition



LGBTQ health



Transplant



Cancer



Care coordination

## Looking Ahead

- Blue Shield is excited to engage members in the various Blue Shield Medicare Programs and Care to help them stay engaged in their health with their new Blue Shield Medicare PPO Plan in 2025.
- To ensure members have continued access to all large provider groups, Blue Shield will monitor utilization reports for groups such as Stanford, UCSF, Sutter, Dignity, Meritage, and John Muir to ensure access.
- Pharmacy Reimagined
  - BSC Pharmacy Services has developed thorough processes to ensure SFHSS members have access to their prescription medications starting on January 1 and is committed to ensuring every individual has access to safe, equitable, and sustainably affordable medications.
- Reached major transition milestone where members are active in the Blue Shield MAPD PPO plan.
- We are committed to quickly addressing any issues that arise.
- Our teams are ready for the next phase when members access services and utilize their Blue Shield MAPD PPO plan.

# Questions?

