

2020 IN-HOME TEST KITS

HOME ACCESS HEALTH CARE

SECUREBLUE- FOR COMMUNIQUE FOR CARE COORDINATORS

AUGUST 12TH, 2020



Title: Identified SecureBlue Members Eligible for in-home test kits beginning mid-August 2020

Program Details: For the fourth year, we are teaming up with our independent vendor, Home Access Health Care (HAHC) to assist in providing our members with annual health screenings in the comfort of their home. Beginning mid-August 2020, SecureBlue members who have an identified gap in care for colorectal cancer screening, diabetic kidney monitoring, and/or diabetic A1c monitoring will have the opportunity to receive in-home screening kits at no additional cost to them.

This year we have updated the program to include two program tracks. The first track will be for members who have taken advantage of this benefit in the past, called the **Direct to Member** program. The second track will be for members who have not participated in the past, called the **Opt-in** program.

Members in the **Direct to Member** program will receive an initial engagement mailer that explains the program and informs members that they will receive their kit(s) in 7-10 business days.

Members in the **Opt-in** program will receive an initial engagement mailer explaining the program and the steps to opt-in to receive their kit(s). Those who wish to participate will call the HAHC opt-in phonenumber (1-800-442-7708) and use the member specific access code. Both the opt-in phonenumber and the access code will be provided in the initial mailer. Once ordered, the member will receive the kit(s) in 7-10 business days. Members can order screening kits through August 2021 but will be encouraged to complete the kits by end of October 2020. If a member does not request the kit(s) within 3 weeks of receiving the initial mailer, a reminder postcard will be sent.

Members who receive the kit(s) will get:

- A welcome letter that provides the 3 easy steps to complete the kits and the HAHC contact number (**1-800-442-5650**) to speak with a representative regarding any questions.
- The kit(s) that coordinate to the member's open gaps in care:
 - Colorectal Cancer Screening: FIT-CHEK® Screening Kit
 - Diabetic Kidney Monitoring: Urine Sample Collection Kit
 - Diabetic A1c Monitoring: A1c Finger Stick Kit
- The detailed instructions to accurately complete each kit
- A blank patient information card that members will adhere to each sample. Members are asked to provide their identifying information and the contact information of the primary care provider (PCP) where the member chooses to have results sent. If the member does not identify their PCP, Blue Cross will apply our attribution algorithm, and the results will be sent to the PCP identified by the algorithm.

Members who complete the kit(s) will receive their results within 3-4 weeks. Normal test results will be sent via mail to the member and the member's self-identified PCP. Those who have abnormal test results will be contacted via phone up to three times by an HAHC representative to discuss the results. After the member has been reached by a HAHC representative, or after three attempts to reach the member by phone, the results will be sent via mail to both the member and member's self-identified PCP.

Targeted Population	<p>SecureBlue members who have a gap in care for colorectal cancer screening, diabetic kidney monitoring and/or diabetic A1c monitoring using claims data through end of March 2020. These members will receive or be offered in-home test kits depending on which program track they follow.</p> <p>Direct to member program: Approximately 125 members who have completed in-home test kits through this program in the past.</p> <p>Opt-In program: Approximately 1,000 members who have <u>not</u> completed in-home kits through this program in the past.</p>
Program Goal	<p>For Members: To provide our members with the right care that is convenient to them. To provide preventive care options to our members while reducing their risk of exposure to COVID-19</p> <p>For BCBSMN Business Purposes: To close gaps in care to maintain or improve star ratings</p>
Communication and Key Dates	<p>8/17/20: Initial engagement mailer sent to direct to member and opt-in members</p> <p>8/24/20: Kits shipped to members in the direct to member program. Kits begin to ship for opt-in members who request kits.</p> <p>9/16/20: If Home Access has not received a kit request for members in the opt-in program by 8/7, the member will receive a reminder postcard encouraging them to request a kit</p> <p>9/18/20: Members in the direct to member program will receive a reminder postcard encouraging them to complete their kit by 10/31/20. Members in the opt-in program will receive the same reminder postcard 3 weeks after they have requested a kit. Please note: 10/31/20 is an encouraged date, but they can complete through August 2021</p> <p>10/31/20: Encouraged kit completion date</p> <p>8/13/21: This is the final day for completed samples to be sent to Home Access for processing</p>
Member Referrals	<p>Not applicable. Members cannot be referred in to participate in this program. Only members who are identified and receive the initial engagement mailer can participate.</p>
Member Results	<p>Members who complete the kit(s) will receive their results within 3-4 weeks.</p> <ul style="list-style-type: none"> • Normal test results will be sent via mail to the member and the member’s self-identified PCP. • Abnormal test results will be contacted via phone up to three times by an HAHC representative to discuss the results. During the call, the HAHC representative will confirm the member’s PCP and the PCP’s contact information. If the member does not have a PCP, HAHC will connect the member to the appropriate resource. After the member has been reached by a HAHC representative, or after three attempts to reach the member by phone, the results will be sent via mail to both the member and member’s self-identified PCP.
Member Grievance Process	<ol style="list-style-type: none"> 1. Members can call Customer Service (CS) if they have a grievance with this initiative by calling the phone number located on back of member card. Phone number will correlate with what plan member is in. 2. CS will inform the BCBSMN Project Manager of any member grievance via email. CS will outreach member and resolve issues.

	<p>3. If member contacts Home Access Health Care directly for grievances, they will send information directly to the BCBSMN Project Manager who will forward to correct contact in CS to resolve.</p>
<p>Contact</p>	<p>If a member has questions about the program or would like a replacement kit, direct them to Home Access Health Care: 1-800-442-5650 Monday through Friday between 7 a.m. and 6 p.m.</p> <p>Opt-in program members who would like to request their kits can call the HAHC opt-in phoneline at 1-800-442-7708 and use the member specific access code. Both the opt-in phoneline and the access code will be provided in the initial mailer that was sent to them</p> <p>Customer Service Representatives should assist members with additional questions they have regarding their plan's preventive care or annual wellness visit coverage.</p> <p>If there are internal questions, please contact Jenna Buckner, Jenna.Buckner@bluecrossmn.com.</p>
<p>FAQ</p>	<p>Q. Will the member be charged for services?</p> <p>A. No, there is no cost to the member for this service. Additionally, a claim will not be incurred for this visit and therefore it will not affect their annual Medicare preventive care benefits.</p> <p>Q. Why am I receiving this?</p> <p>A. Blue Cross is committed to making it easy for members to get the care they need. You have been identified as having a gap in care for colorectal cancer screening, diabetic kidney monitoring and/or diabetic A1c monitoring between the date range of 1/1/20-3/31/20. Regular screenings can help detect problems at an early stage so you can continue to live life to the fullest.</p> <p>Q. I already did this, why am I getting the kit(s) again?</p> <p>A.</p> <ul style="list-style-type: none"> • The colorectal cancer screening, diabetic kidney monitoring and/or diabetic A1c monitoring kits are yearly screenings that are available to you. • If you have already completed these screenings between 1/1/20-3/31/20 and you are still receiving the kit(s), it's possible that you completed through a different program and we did not get the record of this. You may have completed through your primary care provider. Many Care Systems also provide this service to their members. Discuss with your primary care provider if this program is right for you. • If you completed the screening after 3/31/20 we did not receive the record in time to not send you a kit(s) for this year. <p>Q. How can a member opt out of the program?</p> <p>A. 1. If a member is not interested in participating in this program, they can opt out of receiving future outreach by contacting Home Access Health Care at 1-800-442-5650 and stating that they are not interested. Home Access will take them off the outreach list. Alternatively, they do not need to complete the kit(s), they can discard them.</p>

A. 2. If a member does not want to be contacted for any program moving forward, they can be added to the Do Not Call list (DNC list). Please follow the below process:

- BCBS Customer Service rep send's email to StarsCoE@bluecrossmn.com and CC's the Project Manager, Jenna Buckner, containing the below info:

- Member's ID
- First and Last name
- Member's Date of Birth

StarsCoE adds member info to the Do Not Call list. The member will be removed from the call list 5-10 business days later

Q. What is the expiration date for the kits?

A. It is based on manufacturing date (different lots expire at different times), majority within 24 months. HAHC does not ship kits with less than 6 months until their expiration date.