

**Title:** SecureBlue Members Continue to be Eligible for In-Home and Virtual Wellness Assessments

**Program Details:** Blue Cross is continuing to offer in-home and virtual wellness assessments through vendor Signify Health in 2023 at no additional cost to our members. Members who sign-up will have an hour visit with a Minnesota licensed Nurse Practitioner or Doctor to discuss their ongoing health and wellness at home; check of blood pressure, heart rate, and reflexes; review their medications; check for in-home safety risks; discuss their medical history; and answer any health questions they may have. Additionally, members who choose the in-home assessment will have the opportunity to complete medically appropriate screenings and labs such as:

- Microalbumin kidney screening
- HBA1c screening
- Colorectal screening kit
- Osteoporosis bone scan
- Diabetic retinal eye exam
- Peripheral arterial disease screening

After the visit is complete, the member will receive a recommended plan of care including appropriate referrals, a summary of what was discussed during the visit, and satisfaction survey. Members will also receive a follow up call from Signify Health two weeks later and will be encouraged to follow up with their primary care provider (PCP).

The visit summary and health assessment detailed report will be mailed to the member’s self-identified PCP. When the PCP receives the results, the office may wish to call their patient and schedule a visit to perform additional assessment as appropriate or schedule a follow up visit to address issues identified. If the member does not have a PCP this will be noted in their visit summary.

As a thank you for completing the In-Home or Virtual Wellness Assessment, members will receive one \$25 Visa gift card that is good for food purchases at grocery stores and restaurants where Visa is accepted. The gift card will be mailed after the visit is complete and can take 4-6 weeks to be delivered. Signify is managing the gift card process through a third party vendor.

<p><b>Targeted Population</b></p>	<p>We have identified approximately 5,500 SecureBlue members to receive targeted outreach via mail and phone outreach by Signify Health. Outreach will be on an ongoing basis through end of 2023. Members are identified for targeted outreach if they:</p> <ul style="list-style-type: none"> <li>• Have an open risk gap or gap in care, such as needing to return to care with their PCP for an underlying condition or need an annual preventive care screening.</li> <li>• Being referred by an BCBSMN member management entity such as Case Management, Care Coordinators, Customer Service, Medication Management Therapy, or a Broker or Agent.</li> </ul> <p><b>*** Only the above criteria will result in a member receiving the targeted outreach from Signify, however <u>all</u> SecureBlue members can participate by calling Signify Health at 1-844-226-8218 (TTY 711), 7 a.m. to 7 p.m., Central Time, Monday – Friday. Members may see the program advertised in Thrive or on our website here: <a href="http://bluecrossmn.com/medicare-preventive">bluecrossmn.com/medicare-preventive</a></b></p>
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<p><b>Program Goal</b></p>	<p><b>For Members:</b> Blue Cross is commitment to our member’s health and well-being. We want to provide members with the right care that is convenient to them.</p> <p><b>For Business Purposes:</b> To capture accurate risk diagnoses for risk adjustment submission</p>
<p><b>Communication and Key Dates</b></p>	<p>Member introduction letters will be sent to targeted SecureBlue members <b>beginning March 6, 2023</b>. Signify will begin phone engagement outreach on <b>March 15, 2023</b> and this will continue through the end of the year. Please see MNSea for actual communication pieces mailed to the member.</p> <p>Members who schedule an appointment will receive an appointment reminder call via an intelligent voice response (IVR) <b>24-48 hours</b> before their appointment.</p> <p><b>Virtual Visits - 2- 4 weeks</b> after the visit is complete, the member will receive a recommended plan of care including appropriate referrals, a summary of what was discussed during the visit, and a satisfaction survey.</p> <p><b>In-home Visits –2 - 4 weeks</b> after the visit is complete, the member will receive a satisfaction survey and lab results if labs were completed. Note: Members that have an In-home assessment will receive all of their visit related documents at the time of the visit. The survey and lab results are the only mailed materials.</p> <p><b>If performed, labs and preventative screening results will be mailed to the member 14 business days after the visit.</b> Please note that preventative screening/lab tests will only be provided to members that have an identified risk gap for that specific condition. Not all members will receive the same screenings/labs. For members that are provided with the FOBT test (colorectal cancer screening kit), it will be their responsibility to mail the test after the visit.</p> <p><b>3-4 weeks</b> after the visit is complete, the member’s self-identified PCP will be mailed the visit summary and health assessment detailed report.</p> <p><b>4-6 weeks</b> after the visit is complete the member will receive a \$25 gift card for completing their in-home or virtual assessment. <i>(See below in gift card section for more details)</i></p>
<p><b>Member Referrals</b></p>	<p><b>Outbound to Signify:</b> BCBSMN team member warm transfers member to Signify Health or provides the member with Signify’s contact information to schedule an appointment. <b>Signify Health, 1-844-226-8218 (TTY 711), 7 a.m. to 7 p.m., Central Time, Monday – Friday or they can visit <a href="https://schedule.signifyhealth.com">schedule.signifyhealth.com</a></b></p> <p><b>Inbound to BCBSMN:</b> Urgent referrals are sent via secure email to BCBSMN Case Management within 24 business hours of the completed visit. Members may also be referred to emergency services (like a hospital). Some examples:</p> <ul style="list-style-type: none"> <li>- Concerningly abnormal or dangerous biometrics (like high blood pressure)</li> <li>- Abuse</li> <li>- Severe mental health concerns</li> </ul>

	<p>Social determinate of health referrals are sent to BCBSMN Case Management within 7 days of completed visit. Some examples:</p> <ul style="list-style-type: none"> <li>- Emotional health</li> <li>- Food scarcity</li> <li>- Fall risks</li> <li>- Smoking cessation</li> <li>- Weight management</li> <li>- Transportation needs</li> <li>- Financial assistance</li> <li>- Urinary incontinence</li> </ul> <p>Both urgent and social determinant of health referrals will be sent via Movelt sFTP to Care Management for follow up. All members are recommended to follow up with their primary care provider.</p>
<b>Gift Card Information</b>	<p>Members that complete an In-home or Virtual assessment are eligible for one \$25 Visa gift card per year. The gift card is good for food purchases at grocery stores and restaurants. The gift card can take 4-6 weeks to receive after the visit. The gift card is sent by mail. There is no email option. Signify is managing the incentive process through a third-party vendor. Members can contact Signify with gift card questions by calling them at <b>1-844-273-3531, 7 a.m. to 7 p.m., Central time Monday through Friday. TTY users call 711. Member should be prepared with their first and last name, home address and phone number as identifiers when calling about their gift card. If the member needs to activate their gift card, they can go to <a href="http://myprepaidcenter.com">myprepaidcenter.com</a> to activate. The gift card cannot be used at an ATM and is not eligible for cash back.</b></p>
<b>Member Grievance Process</b>	<ol style="list-style-type: none"> <li>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.</li> <li>2. CS will inform the BCBSMN Program Manager (<b>Carrie Bell, Sr. Program Manager, <a href="mailto:carrie.bell@bluecrossmn.com">carrie.bell@bluecrossmn.com</a></b>) of any member grievance via email. CS will outreach member and resolve issues.</li> <li>3. If member contacts Signify Health directly for grievances, they will send information directly to the BCBSMN Program Manager who will forward to correct contact in CS to resolve.</li> </ol>
<b>Contact</b>	<p>If a member has questions about the program or would like to schedule an appointment, direct them to Signify Health: <b>1-844-226-8218 Monday through Friday between 7 a.m. and 7 p.m.</b> Members can also be directed to <a href="http://schedule.signifyhealth.com">schedule.signifyhealth.com</a></p> <p>Customer Service Representatives should assist members with additional questions they have regarding their plan's preventive care or annual wellness visit coverage. Members can also be directed to <a href="http://bluecrossmn.com/medicare-preventive">bluecrossmn.com/medicare-preventive</a> to view information online. If there are internal questions, please contact Carrie Bell, <a href="mailto:carrie.bell@bluecrossmn.com">carrie.bell@bluecrossmn.com</a>.</p>
<b>FAQ</b>	<p><b>Q. Will the member be charged for services?</b></p> <p><b>A.</b> No, there is no cost to the member for this service. Additionally, no claim will be incurred for this visit and therefore it will not affect their annual preventive care benefits.</p> <p><b>Q. How can a member opt out of the program?</b></p>

**A. 1.** If a member is not interested in participating in this program, they can opt out of the calls/program by contacting Signify Health at **1-844-226-8218** and stating that they are not interested. Signify will take them off the outreach list.

**A. 2.** If a member doesn't 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](mailto:StarsCoE@bluecrossmn.com) and CC's the Program Manager, Carrie Bell, [carrie.bell@bluecrossmn.com](mailto:carrie.bell@bluecrossmn.com) 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. How does the in-home appointment work?**

**A.** Members who choose the in-home option will be given a health questionnaire before the nurse practitioner or doctor enters their home. Members will be required to wear masks and Signify providers will wear full personal protective equipment (PPE).

**Q. How does the virtual appointment work?**

**A.** Members who choose to schedule the virtual wellness assessment will pick a day/time that works best for them. Effective 3/1/23, Signify will only be using a virtual platform called, Doximity. At the time of the appointment, the scheduled clinician will initiate the call by sending a text or email with a link to the member. The member will click the link to start the virtual visit.

**Q. What if the member is having technical difficulties logging into their virtual visit?**

The clinician will call the member via phone call before the visit starts to make sure the member is ready for the virtual visit. The clinician will then send the member a text or email with a link to login to the visit. If the member is having issues logging in to the link, the clinician will help the member troubleshoot the issue.