

SECUREBLUE MSHO ENROLLMENT

Presenters:

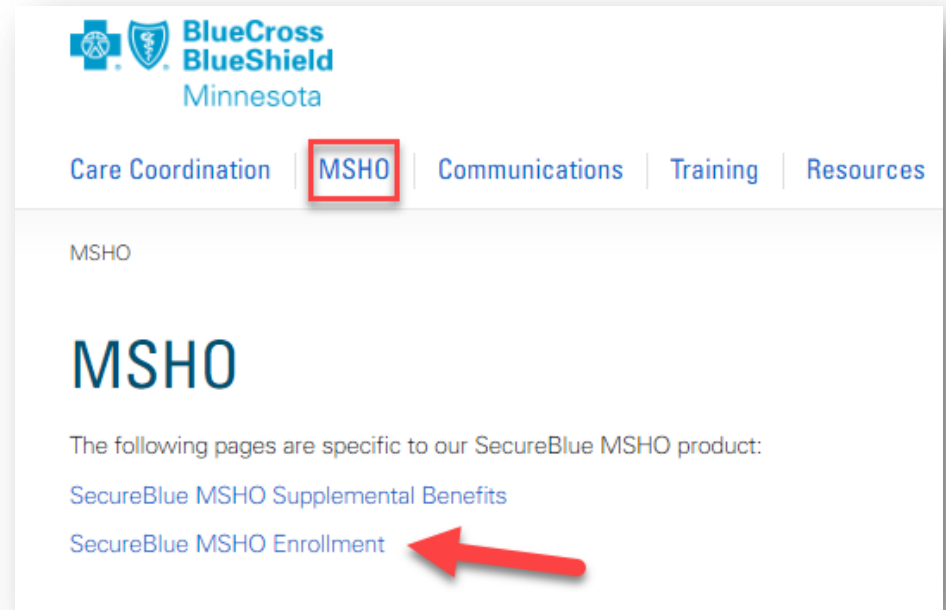
Melinda Heaser, Partner Relations Consultant

Ryan Hoffman, MSHO Sales Manager

Date: February 28, 2023

AGENDA

- Introductions
- Overview of SecureBlue MSHO
 - What is MSHO?
 - MSHO vs. MSC+
 - Eligibility
 - Enrollment periods
 - Marketing/Outreach
 - How to enroll
 - Sales Team Role
 - Enrollment issues
 - Role of the Care Coordinator
- Medicaid Redeterminations
- Q&A



BlueCross
BlueShield
Minnesota

Care Coordination | **MSHO** | Communications | Training | Resources

MSHO

MSHO

The following pages are specific to our SecureBlue MSHO product:

- [SecureBlue MSHO Supplemental Benefits](#)
- [SecureBlue MSHO Enrollment](#)

INTRODUCTIONS



- Ryan Hoffman – MSHO Sales Manager



- Hanna Barr – MSHO Sales Specialist, Senior



- Angie Flores – MSHO Sales Specialist



- Hibaq Mire – MSHO Sales Specialist

WHAT IS MSHO?



- SecureBlue, MSHO, Minnesota Senior Health Options, D-SNP, Dual-eligible, FIDE-SNP... many names, one plan
- Voluntary program
- Eligibility:
 - 65 or older
 - Eligible for Medical Assistance (MA)
 - Enrolled in Medicare Parts A & B
 - No spenddown
 - May have ESRD (change made in 2021)
- Covers Medicare Parts A, B, D and Medicaid benefits including long term supports and services (Elderly Waiver) and additional supplemental benefits.

MSHO VS. MSC+



		SECUREBLUE (MSHO)	MSC+
Health and wellness	Fitness program	SilverSneakers® health and fitness benefit included	Not available
	Activity tracker	A wearable activity tracker with heart rate monitoring	Not available
Convenience	ID card	1 card for Medicaid and Medicare medical, dental, and prescription drug coverage	1 MSC+ card, plus additional cards if enrolled in Medicare and Part D drug plans
	Paperwork	Reduced paperwork where 1 plan handles all benefits and pays bills	Member must identify which plan pays each bill and submit paperwork to each benefit plan
Benefits	Medical	No copay for covered services or preventive care	Copays for office visits and non-preventive care
	Part D drugs	Included	Not included. Must enroll in Medicare Part D coverage separately.
	Nursing home	No 3-day hospital stay required for Medicare-covered skilled nursing home services. Music therapy sessions for members who live in a nursing or assisted living facility or foster home, and have mental health-related needs.	Copays may apply. For Medicare coverage, must have a qualifying 3-day hospital stay before entering a nursing home.
	Dental	1 crown on any tooth (1 tooth per year). Electric toothbrush and 3 replacement brush heads.	Not available
	Medication review	In-home medication review following an inpatient hospital or short-term nursing home stay	Not available

MSHO VS. MSC+



Benefits	Home-delivered meals	Members discharged from an inpatient hospital or short-term nursing home stay can get 2 meals per day for up to 4 weeks	Not available
	CVS OTC Health Solution	An allowance to purchase select, over-the-counter (OTC) health and wellness items from a CVS catalog	Not available
	Animatronic pet	Available to members with a cognitive impairment diagnosis or Alzheimer's Disease and Related Dementias (ADRD)	Not available
	Post-discharge community companion service	A Certified Community Health Worker (CHW) supports members transitioning home after discharge from a hospital or short-term skilled nursing facility (SNF) stay	Not available

HELP FOR MEMBERS WHO HAVE BEEN DIAGNOSED WITH OR ARE AT RISK FOR 1 OR MORE CHRONIC CONDITIONS

	SECUREBLUE (MSHO)	MSC+
Transportation	Up to 6 round-trip rides per month for grocery shopping	Not available
Medically tailored meals	Up to 2 meals per day for up to 12 weeks	Not available

MSHO SUPPLEMENTAL BENEFITS



AVAILABLE TO ALL MSHO MEMBERS (COMMUNITY & NH):

- [Additional Dental Services](#)
- [Additional Podiatry Services](#)
- [Caregiver Binder](#)
- [Face Masks](#)
- [Fitness Tracker](#)
- [Incontinence Package](#)
- [Health & Wellness Classes \(Juniper\)](#)
- [Over the Counter Catalog \(CVS OTCHS\)](#)
- [SilverSneakers Fitness Benefit](#)
- [Electronic Toothbrush & Replacement Heads](#)
- [Transportation to Alcoholics Anonymous \(AA\), Narcotics Anonymous \(NA\)](#)

AVAILABLE TO ALL MSHO MEMBERS (WITH SPECIFIC CONDITIONS):

- [Animatronic pets](#)
- [Wheelchair/walker safety pouch/tote](#)
- [Caregiver Empowerment Program \(Ceresti Health\)](#)

MSHO SUPPLEMENTAL BENEFITS



AVAILABLE ONLY TO MSHO MEMBERS IN THE COMMUNITY:

- [Grocery Store Transportation](#)
- [Safety Item Benefit \(\\$750/year\)](#)
- [Medication Dispenser \(Dose Health\)](#)
- [Medically-Tailored Meals & Nutrition Education](#)
- [Post-discharge Healthy Transitions \(LSS\)](#)
- [Post-discharge Home Delivered Meals](#)
- [Post-discharge Medication Reconciliation \(Tabula Rasa\)](#)
- [Personal Emergency Response System \(PERS\)](#)

AVAILABLE ONLY TO MSHO MEMBERS RESIDING IN NURSING HOME, ASSISTED LIVING & FOSTER CARE

- [Music Therapy](#)

WHO IS ELIGIBLE?

Seniors age 65 and older who:

- Are Medicaid eligible
- Have Medicare Parts A & B



Are there any exclusions?

- Those residing in the community with a spenddown.
 - Spenddown = determined by financial worker. Enrollee is above federal poverty level and has to “spend down” to qualify for MA. This is not the same as a waiver obligation.
- End Stage Renal Disease (ESRD) is no longer an exclusion.
- **In certain cases, MSHO is not the right option:** ex. Snowbirds, members with generous retiree coverage, those regularly seeking care outside of Minnesota.

SPECIAL ENROLLMENT PERIODS

When?

One time during each of these periods:

- January–March
- April–June
- July–September

If you make a change, it will take effect on the first day of the following month. You can't use this Special Enrollment Period from October–December. However, all people with Medicare can make changes to their coverage from October 15–December 7, and the changes will take effect on January 1.

- **SecureBlue is a 5-star plan – members may enroll any month of the year, effective the first of the following month**

MSHO MARKETING/OUTREACH

- DHS allows two mailings per year to all eligible prospective members
 - MSHO members of other health plans
 - Dual-eligible MSC+ members
- 2023 will include one additional mailing to members residing in our newly expanded service area
- Monthly outreach to new, dual-eligible BluePlus MSC+ members
- Outreach to referrals sent by Care Coordinators and other community based providers
- Conferences, health fairs, outreach to community-based organizations and long term care facilities
- Out-of-home advertising, paid search, etc.



HOW DOES A MEMBER ENROLL?



- ✓ Financial worker
- ✓ Online application:
<https://www.bluecrossmn.com/members/s-hop-plans/minnesota-health-care-programs/secureblue-minnesota-senior-health-options#apply>
- ✓ Calling BCBS at **1-866-477-1584** or **(651)-662-1811**
- ✓ Care Coordinator Referral Form

Apply and enroll

SecureBlue is available in all Minnesota counties.

Enrolling

You can enroll in SecureBlue if you are 65 or older and you have Medicare Part A and Part B.

Enroll now by calling:

Toll-free 1-866-477-1584 or **(651)-662-1811**
(TTY 711)

[2023 ENROLLMENT FORM \(PDF\)](#)

SALES TEAM ROLE

- Explain the elements of the plan
- Determine eligibility
- Provider look-up
- Formulary review
- Enrollment troubleshooting



COMMON ENROLLMENT ISSUES

- Unsolicited contact from independent agents selling part D plans
 - Enrollment in another part D plan automatically disenrolls the member from MSHO
 - Enticed with “extra-benefits” without understanding that their coverage will change
- Spenddown
- Missing Medicare Part A or B
- Unsigned enrollment forms




CARE COORDINATOR ROLE



Care Coordinators can complete the Care Coordinator SecureBlue Referral Form located on our Care Coordination website.

**CARE COORDINATOR
SECUREBLUE MSHO REFERRAL FORM**



Please email the following information to MSHO Sales Specialist at:
secureblue.referrals@bluecrossmn.com.

Care Coordinator Name:
Delegate Agency:
CC Email:
CC Phone:

Member Name:
AGP ID:
Medical Assistance ID number (PMI):
Date of Birth:

Primary Care Clinic:

Member's Mailing Address:
Member Phone:

Representative Name:
Representative Address:
Representative Phone:

Additional Comments:

Thank you for your referral!

Email to MSHO Sales Team at secureblue.referrals@bluecrossmn.com

ROLE OF THE CARE COORDINATOR



Initial contact and annual re-assessment

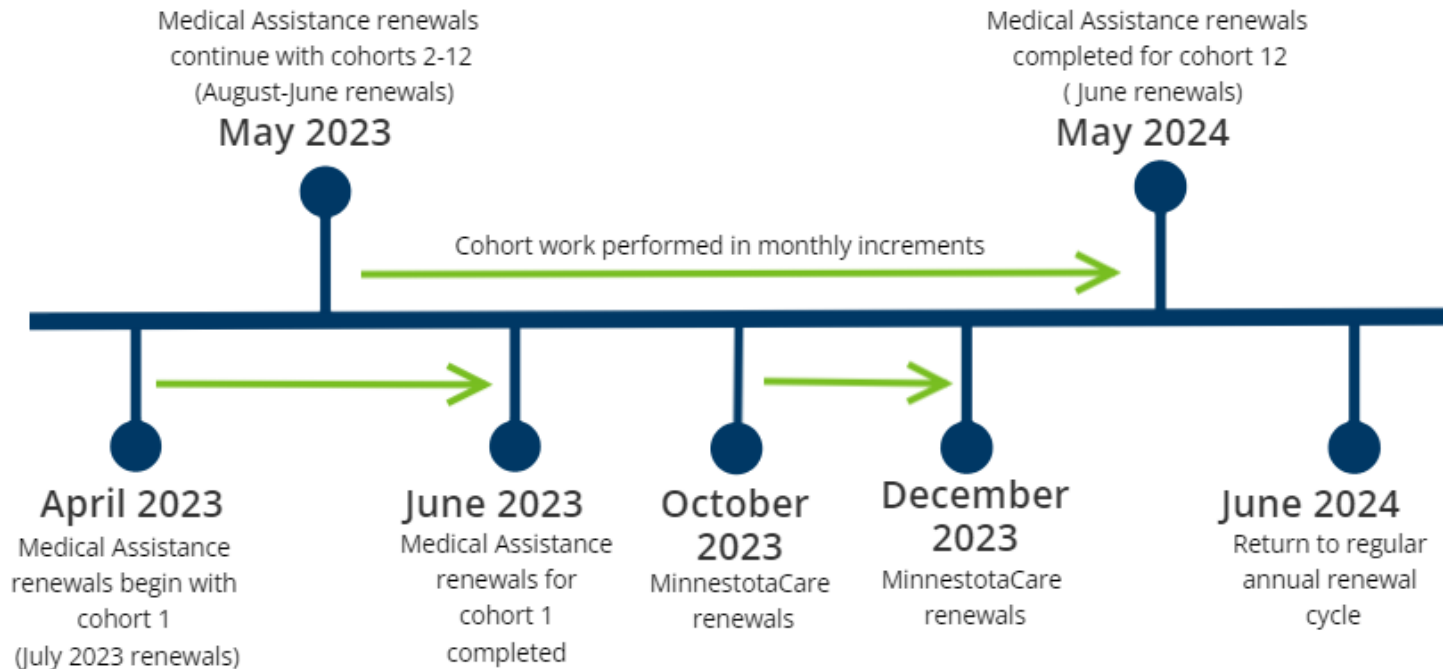
MSC+ enrollees

- Discuss SecureBlue MSHO product
- If interested, refer member to our sales team or complete the Care Coordinator SecureBlue Referral Form
- Document this discussion or ineligibility for MSHO on the checklist, in your case notes, or on the assessment/care plan

MSHO enrollees

- Explain MSHO supplemental benefits using resource 6.26 Explanation of Supplemental Benefits
 - Discussion of supplemental benefits should happen throughout the year as needed if member's needs change.
- Document discussion on checklist, case notes, or on assessment/care plan

MEDICAID REDETERMINATION



- Pre-renewal notices sent 1 month prior to renewal paperwork delivery
- MSHO sales team collaborating with BCBS Medicare team to assist members who may lose eligibility
- Individual outreach to MSHO members who end up on the 90-day grace period

RESOURCES

Care Coordination | MSHO | Communications | Training | Resources | Bridgeview | MnCHOICES

Site Search

MSHO / SecureBlue MSHO Enrollment

SECUREBLUE MSHO ENROLLMENT RESOURCES

For members interested in enrolling into SecureBlue MSHO:

Please email the [Care Coordinator SecureBlue Referral Form \(DOC\)](#) to secureblue.referrals@bluecrossmn.com

Care Coordinators may print and give these DHS/CMS approved resources to members:

- ▶ [2023 MSHO and MSC+ Comparison Flier \(PDF\)](#)
- ▶ [2023 MSHO Benefit Highlights Brochure \(PDF\) \(PDF\)](#)
 - ▶ [2023 MSHO Benefit Highlights Brochure_Spanish \(PDF\)](#)
- ▶ [2023 MSHO Nursing Home Benefit Highlights Brochure \(PDF\) \(PDF\)](#)
- ▶ [2023 SecureBlue Summary of Benefits \(PDF\)](#)
- ▶ [Managed Care Guide to Health Plan Enrollment for Seniors: DHS-6892](#)
- ▶ [SecureBlue Pre-enrollment Checklist \(PDF\)](#)

MSHO Enrollment Information and Talking Points (not to be given to members):

- ▶ [MSHO vs MSC+ CC Resource \(PDF\)](#)
- ▶ [6.26 Explanation of Supplemental Benefits_2023 \(DOCX\)](#)

If you or the member have any questions about SecureBlue MSHO, here are some resources:

MSHO Sales Specialists: Can answer questions about and assist with SecureBlue MSHO enrollment including answering Medicare Part D questions and checking our formulary for covered medications.

- ▶ Hanna Barr: Hanna.Barr@bluecrossmn.com
- ▶ Angie Flores: Angie.Flores@bluecrossmn.com
- ▶ Ryan Hoffman: Ryan.Hoffman@bluecrossmn.com
- ▶ Hibaq Mire: Hibaq.Mire@bluecrossmn.com



THANK YOU.

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