

# SECUREBLUE MSHO ENROLLMENT

Presenters:

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Ryan Hoffman, MSHO Sales Manager

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# 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
- 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

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- Ryan Hoffman – MSHO Sales Manager



- Michelle Mjelde – MSHO Sales Specialist, Senior



- Angie Flores – MSHO Sales Specialist



- Hibaq Mire – MSHO Sales Specialist

Introducing our two newest team members:

Latashia (Tashia) White and Karen Atchison, MSHO Outbound Sales Specialists.

# WHAT IS MSHO?

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SecureBlue – many names, one plan	
MSHO	Minnesota Senior Health Options
D-SNP	Dual Special Needs Plan
Dual-eligible	Eligible for both Medicare/Medicaid
FIDE-SNP	Fully Integrated Dual Eligible Special Needs Plan

MSHO covers Medicare Parts A, B, D and Medicaid benefits including long term supports and services (Elderly Waiver) and additional supplemental benefits.

# WHAT ARE THE PARTS OF MEDICARE?

## Medicare

### Part A



**Part A** covers hospital stays and inpatient care

### Part B



**Part B** helps pay for doctor visits and outpatient care

### Part C



Medicare Advantage Plan (**Part C**)  
Includes  
**Part A + Part B**

### Part D



**Part D**  
Prescription Drug Coverage

Visual source: [networkhealth.com](https://www.networkhealth.com)

# MSHO VS. MSC+



## Compare SecureBlue and MSC+

SecureBlue and Blue Advantage<sup>SM</sup> Minnesota Senior Care Plus (MSC+) from Blue Plus offer some of the same benefits, but SecureBlue offers more complete coverage. It includes additional benefits at no additional cost to you. A care coordinator is available to explain your benefits and help arrange services for you.

PLAN BASICS	SecureBlue	MSC+
<b>No premiums, deductibles or Medicaid cost sharing</b>	✓	✓
<b>One member ID card</b> for all medical services and prescription drugs	✓	—
<b>Medicare Part D prescription drug coverage</b>	✓	—
ADDITIONAL COVERAGE		
<b>Over-the-counter allowance:</b> \$150 per quarter to purchase select over-the-counter items from a CVS catalog	✓	—
<b>Additional dental benefits:</b> 2 crowns (2 teeth/year) and electric toothbrush with 3 replacement brush heads	✓	—
<b>Eyewear extras:</b> anti-glare lens coating, progressive lenses and transition lenses are available options for eyewear	✓	—
<b>Nursing home:</b> no 3-day hospital stay required for Medicare-covered skilled nursing facility	✓	Copay or 3-day stay may apply
<b>Additional podiatry services:</b> podiatry services not already covered by Medicare, up to 12 visits per calendar year	✓	—
HEALTH AND WELLBEING AND SAFETY ASSISTANCE		
<b>SilverSneakers<sup>®</sup> fitness program:</b> access to more than 15,000 fitness locations and online workouts	✓	—
<b>BlueRide<sup>SM</sup> transportation:</b> rides to covered medical, dental and mental health appointments	✓	✓
<b>Friendly helper:</b> in-person and virtual support services to increase community connections and help with everyday tasks like light household chores, grocery shopping and more	✓	—
<b>Home safety items:</b> up to \$750 for safety items to prevent injuries in the home	✓	—
<b>Personal emergency response system (PERS):</b> in-home or mobile PERS devices to let you call for help in an emergency	✓	—
<b>Medication dispenser:</b> reminders with notifications to caregiver of missed doses	✓	—

HEALTH AND WELLBEING AND SAFETY ASSISTANCE (CONT.)	SecureBlue	MSC+
<b>Music therapy</b> for members in residential or long-term care settings with certain mental health-related needs. Up to 26 sessions per year.	✓	—
<b>Juniper<sup>®</sup> health education classes:</b> free, evidence-based classes on falls prevention, chronic disease and pain management	✓	—
<b>Support for caregivers:</b> coaching, education and support for caregivers of people living with dementia, stroke or Parkinson's disease	✓	—
<b>Caregiver emergency planning:</b> in-depth care plan to be activated if the caregiver can no longer care for their loved one	✓	—
POST-DISCHARGE HELP		
<b>Post-discharge healthy transitions:</b> support for your transition home during the first 30 days after discharge from a hospital or short-term skilled nursing facility	✓	—
<b>Home-delivered meals:</b> 14 meals per week for up to 2 weeks following an inpatient hospital or short-term stay at a skilled nursing facility	✓	—
ADDITIONAL HELP FOR MEMBERS WITH ONE OR MORE CHRONIC HEALTH CONDITIONS*		
<b>Household support<sup>1</sup>:</b> quarterly allowance of \$260 to help pay for your rent and utility bills	✓	—
<b>Medically tailored meals<sup>2</sup>:</b> customized meals, food boxes and nutrition education to support and improve your health	✓	—
<b>Transportation for grocery shopping<sup>2</sup>:</b> up to 6 round-trip rides per month	✓	—
<b>Blood pressure monitor<sup>3</sup>:</b> 1 monitor to track your blood pressure	✓	—
<b>Animatronic pet<sup>4</sup>:</b> choice of an animatronic cat, dog or bird	✓	—

# WHO IS ELIGIBLE?

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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

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## NEW Special Enrollment Period (SEP) for dual-eligible members

- The **integrated care SEP** will allow full-benefit dually eligible individuals (QMB+, SLMB+, FBDE) a once-per-month election into a fully integrated dual eligible special needs plan (FIDE SNP), highly integrated dual eligible special needs plan (HIDE SNP), or an applicable integrated plan (AIP). It must be used to align enrollment with an integrated Dual Special Needs Plan (D-SNP) and Medicaid Managed Care Organization (MCO).

**Translation:** Dual-eligible folks can enroll into a FIDE SNP (SecureBlue) **any month of the year** with an effective date the first of the following month.



# MSHO MARKETING/OUTREACH

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- DHS allows two mailings per year to all eligible prospective members
  - MSHO members of other health plans
  - Dual-eligible MSC+ members
- Monthly outreach to new, dual-eligible BluePlus MSC+ members
- Quarterly MSHO flyer to all 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
- Advertisements: Paid search engines, billboards, bus ads, TV and web.
- Outreach can be done by phone, email, or in-person



# HOW DOES A MEMBER ENROLL?

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✓ Care Coordinator Referral Form

✓ Calling BCBS at **1- 866- 477- 1584** or **(651) 662-1811**

✓ Online application:

<https://www.bluecrossmn.com/members/shop-plans/minnesota-health-care-programs/secureblue-minnesota-senior-health-options#apply>

✓ Financial worker

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## 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

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



# COMMON ENROLLMENT ISSUES

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- Unsolicited contact from independent agents selling Medicare 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
  - Members may call Medicare 1-800-633-4227 or US Department of HHS 1-800-447-8477 to file a complaint
- Spenddown
- Missing Medicare Part A or B
- Unsigned enrollment forms



# CARE COORDINATOR ROLE



Care Coordinators can complete the Care Coordinator SecureBlue Referral Form and email to the MSHO Sales Team at [secureblue.referrals@bluecrossmn.com](mailto:secureblue.referrals@bluecrossmn.com)

CARE COORDINATOR SECUREBLUE MSHO REFERRAL FORM		
To request an MSHO Sales Specialist reach out to a member/representative to discuss enrolling into SecureBlue MSHO, please <b>securely</b> email this referral form to <a href="mailto:secureblue.referrals@bluecrossmn.com">secureblue.referrals@bluecrossmn.com</a> .		
Care Coordinator Name:	<input type="text"/>	
Delegate Agency:	<input type="text"/>	
CC Email:	<input type="text"/>	
CC Phone:	<input type="text"/>	
Member Name:	<input type="text"/>	
Member ID:	<input type="text"/>	
PMI #:	<input type="text"/>	
Date of Birth:	<input type="text"/>	
Member's Mailing Address:	<input type="text"/>	
Member Phone:	<input type="text"/>	
Primary Care Clinic:	<input type="text"/>	
Representative Name:	<input type="text"/>	
Representative Address:	<input type="text"/>	
Representative Phone:	<input type="text"/>	
Additional Comments:	<input type="text" value="Important info, best time to reach out, etc"/>	

Thank you for your referral!

# ROLE OF THE CARE COORDINATOR



## MSC+ enrollees

- Discuss SecureBlue MSHO product
- If interested, complete and send the Care Coordinator SecureBlue Referral Form to our sales team

## MSHO enrollees

- Explain MSHO supplemental benefits using the 2025 Explanation of Supplemental Benefits Resource on the SecureBlue MSHO Supplemental Benefits page

**Support Plan Signature Sheet**

Effective Date Range  
Select the effective date range of the corresponding support plan.  
**01/13/2025 – 01/31/2025**

Person

**Materials shared**

Data privacy practices, that explain my right to confidentiality (DHS-4839E or agency's form)  
Yes

My appeal rights were shared with me  
Yes

Other information  
Enter a list of other materials shared.

1/21/2025: Discussed the benefits of enrollment into MSHO and sent referral, per member's request, to the Blue Plus MSHO Sales Team.  
OR  
1/21/2025: Reviewed and explained the MSHO Supplemental Benefits available to member. Care Coordinator made referral for Dose med dispenser and QMedic PERS per member request.

# MSHO 90-DAY GRACE PERIOD

CMS requirement to allow enrollees time to enroll into another Part D plan

- Full Detail report:

	A	B	C
1	MESSAGE	MESSAGE2	RENEW_DT
53	GRACE PERIOD ENDING 03-31-2025		Nov-24

Column C =  
MA renewal  
date

- Bridgeview:

	<b>Begin Date</b>	<b>End Date:</b>	
Enrollment:	09/01/2024	03/31/2025	GRACE
Medicare PartA:	02/01/2022	12/31/2999	
Medicare PartB:	02/01/2022	12/31/2999	
Waiver:	xx/xx/xxxx	xx/xx/xxxx	Waiver Obligation: NO
Third Party:			Pol#:
Ins Name:			Cvg:

Grace period  
indicator on  
Member  
Detail  
Screen

# MSHO 90-DAY GRACE PERIOD

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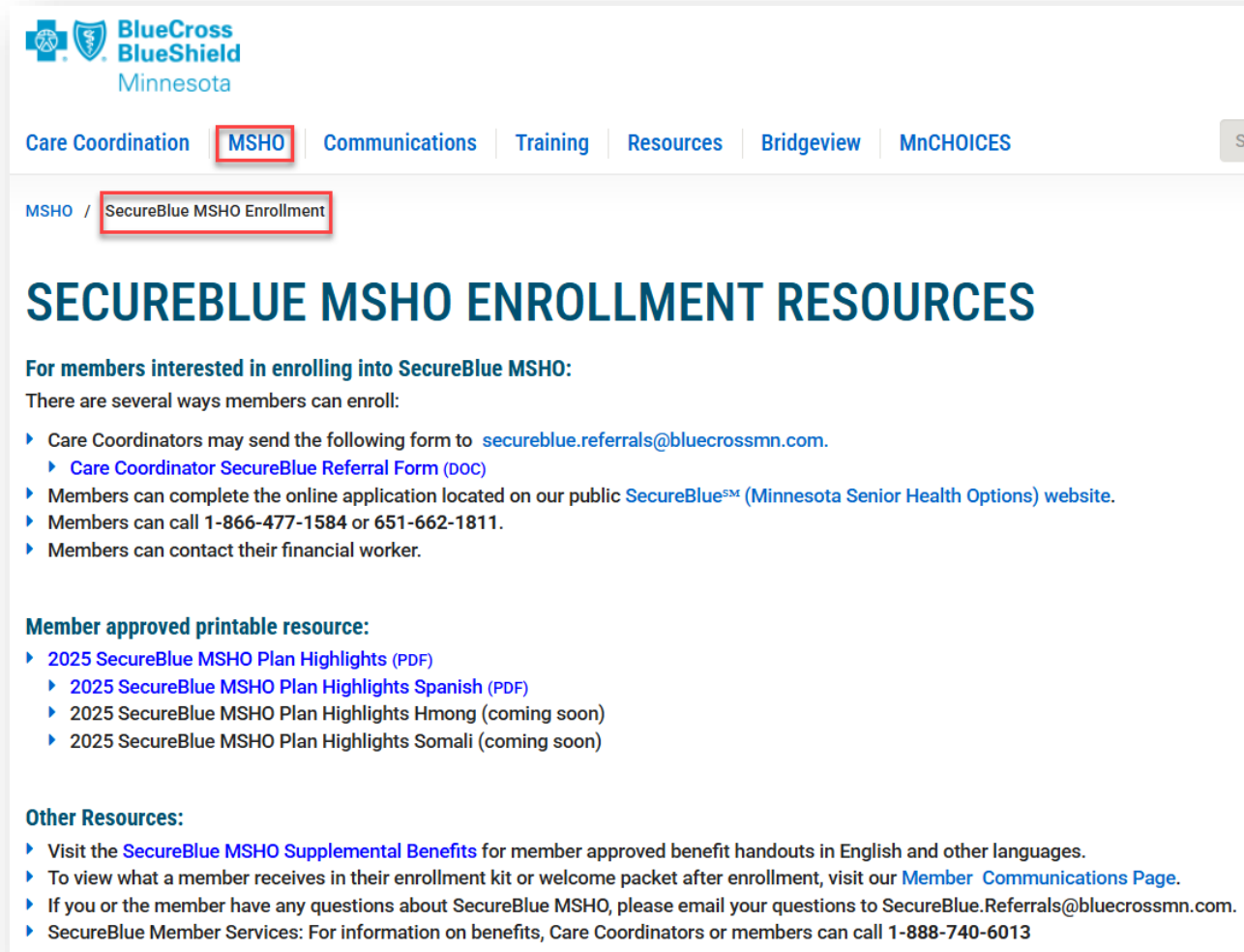


Care Coordinators must:


- Talk to the member/financial worker to determine reason for Medicaid term.
  - Encourage/assist with completion of MA renewal
  - If MA is terming, direct members to Senior Linkage Line 1-800-333-2433 if applicable
- Care Coordination still required during grace period
  - Complete reassessment if due
  - Notify providers including supplemental benefit providers that the members MA has termed, and they may want to “halt” services until it is reinstated.
    - If the member is not reinstated, notify providers to end services.
- See Care Coordination Guidelines



# RESOURCES



The screenshot shows the BlueCross BlueShield Minnesota website. The navigation menu includes Care Coordination, MSHO, Communications, Training, Resources, Bridgeview, and MnCHOICES. The breadcrumb trail is MSHO / SecureBlue MSHO Enrollment. The main heading is SECUREBLUE MSHO ENROLLMENT RESOURCES. The content includes a section for members interested in enrolling into SecureBlue MSHO, listing several ways to enroll: Care Coordinators sending a form, online application, phone calls, and contacting financial workers. It also lists member-approved printable resources for 2025 in English, Spanish, Hmong, and Somali. Finally, it provides other resources like supplemental benefits, enrollment kit information, and contact details for member services.

 BlueCross  
BlueShield  
Minnesota

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

MSHO / **SecureBlue MSHO Enrollment**

## SECUREBLUE MSHO ENROLLMENT RESOURCES

**For members interested in enrolling into SecureBlue MSHO:**  
There are several ways members can enroll:

- ▶ Care Coordinators may send the following form to [secureblue.referrals@bluecrossmn.com](mailto:secureblue.referrals@bluecrossmn.com).
  - ▶ [Care Coordinator SecureBlue Referral Form \(DOC\)](#)
- ▶ Members can complete the online application located on our public [SecureBlue<sup>SM</sup> \(Minnesota Senior Health Options\) website](#).
- ▶ Members can call 1-866-477-1584 or 651-662-1811.
- ▶ Members can contact their financial worker.

**Member approved printable resource:**

- ▶ [2025 SecureBlue MSHO Plan Highlights \(PDF\)](#)
  - ▶ [2025 SecureBlue MSHO Plan Highlights Spanish \(PDF\)](#)
  - ▶ [2025 SecureBlue MSHO Plan Highlights Hmong \(coming soon\)](#)
  - ▶ [2025 SecureBlue MSHO Plan Highlights Somali \(coming soon\)](#)

**Other Resources:**

- ▶ Visit the [SecureBlue MSHO Supplemental Benefits](#) for member approved benefit handouts in English and other languages.
- ▶ To view what a member receives in their enrollment kit or welcome packet after enrollment, visit our [Member Communications Page](#).
- ▶ If you or the member have any questions about SecureBlue MSHO, please email your questions to [SecureBlue.Referrals@bluecrossmn.com](mailto:SecureBlue.Referrals@bluecrossmn.com).
- ▶ SecureBlue Member Services: For information on benefits, Care Coordinators or members can call 1-888-740-6013



# THANK YOU.

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# ACRONYMS

Acronyms	
AIP	Applicable Integrated Plan
D-SNP	Dual Special Needs Plan
FBDE	Full Benefit Dual Eligible
FIDE-SNP	Fully Integrated Dual Eligible Special Needs Plan
HIDE-SNP	Highly Integrated Dual Eligible Special Needs Plan
MCO	Managed Care Organization
MSHO	Minnesota Senior Health Options
QMB	Qualified Medicare Beneficiary
SLMB	Specified Low-Income Medicare Beneficiary