

TTECAC Meeting Presentations

November 13, 2024





HEALTH PROMOTERS PROGRAM UPDATES 2024



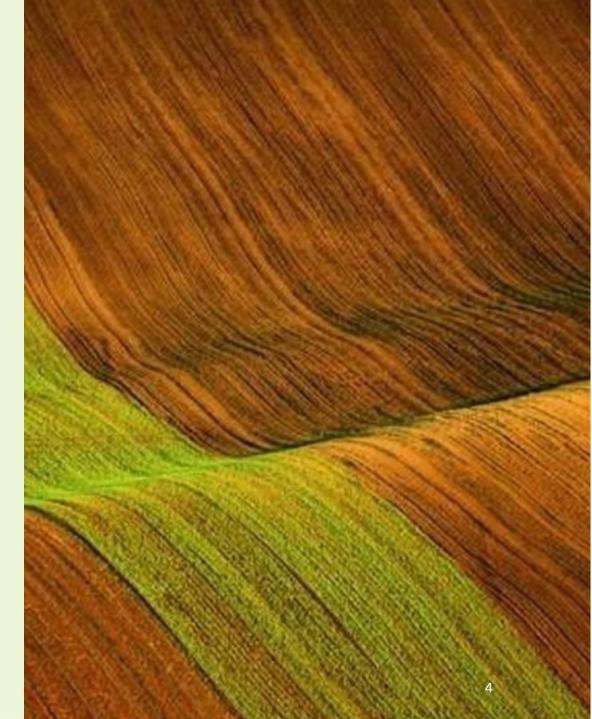
- Self Measured Blood Pressure Program
- 2. Digital Health Promoters
- 3. L.A. Care Dept. and Organization Collaborations
- 4. Redetermination Campaign
- 5. Colorectal Cancer Screening Workshops
- 6. Asthma Education Workshops
- 7. Community Events: CRC and MLK Food Distribution



SMBP Program Objectives

- African-American and Latino L.A. Care and L.A. County members
- Control their blood pressure
- The L.A. Care Health Promoters facilitate separate English and Spanish cohorts at both the Inglewood and East L.A. CRCs
- L.A. Care and L.A. County community members
- 6-week series of educational BP classes offered 1 day per week
- Participants learn how to properly use a blood pressure monitor and understanding the blood pressure readings
- Educational component, an AHA and L.A. Care resource component and time for a support circle where participants ask questions, express concerns, share resources and experiences
- Free blood pressure monitors to use in class and at home
- The HPP will work with the CM and QI depts.

BLOOD PRESSURE REEL)





DIGITAL RESOURCE PROGRAM

- 6 Digital Health
 Promoters participated
 in a pilot project for 3
 months
- The DHPs shared
 COVID-19 posts from
 L.A. Care Facebook
- Goal: Increase L.A.
 Care social media
 engagement and
 increase COVID-19
 vaccines in L.A. County

DIGITAL HEALTH PROMOTERS PILOT ANALYTICS

Digital Health Promoters Pilot Program

Nov. 20 2021 - Feb 28 2022

PILOT SUMMARY

Digital Health Promoters for 3 months (Nov. 20 2021 - Feb. 28 2022) shared L.A. Care COVID-19 Facebook content to increase social media engagement & increase COVID-19 vaccines in L.A. County. The pilot analytics are compared to prepilot numbers (Aug. 20 2021 - Nov 19 2021). Analytics will determine next steps for the Digital Health Promotion pilot .



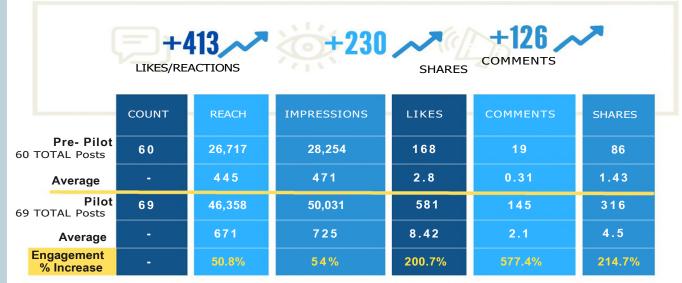
17 Post Shares 0 Comments 4.4K Post Reach 2.9K Post Impressions



BESTPOST PILOT

69 Likes/Reactions 20 Post Shares 4 Comments 4.4K Post Reach 751 Post Impressions





WHAT WORKED

Significant increase in comments, likes, shares. Digital Health Promoters brought lots of enthusiasm and vibrancy to the Facebook page. While reach and impressions increased by at least ~50%; likes, and shares increased by over 200% with comments increasing over 500%.

WHAT DIDN'T

Organic posts still tend to have high reach and impressions in the tens of thousands while engagement: comments, shares and likes are significantly lower in the hundreds. The pilot initially proved to be a steep learning curve for both staff and Digital Health Promoters . Over time challenges were ironed out there was less time commitment from staff.

DIGITAL RESOURCE PROGRAM

- 6 Digital Health Promoters participated in a pilot project for 6 months
- The DHPs shared health posts from L.A. Care
 Facebook and Instagram
- Goal: Increase community awareness and engagement of L.A. Care health events and information in L.A. County

DIGITAL HEALTH PROMOTERS PILOT II ANALYTICS FACEBOOK

Digital Health Promoters Pilot II Program

Aug. 1, 2022 - Jan. 31, 2023

PILOT SUMMARY

Digital Health Promoters for 6 months (Aug. 1, 2022 - Jan. 31, 2023) shared L.A. Care Facebook and Instagram content to increase community awareness and engagement of L.A. Care health events and initiatives in L.A. County. The pilot analytics are compared to pre-pilot numbers (Feb. 1, 2022 - July 31, 2022). Analytics will determine next steps for the Digital Health Promotion pilot .



88 Likes/Reactions 60 Post Shares 2 Comments 2.9K Post Impressions



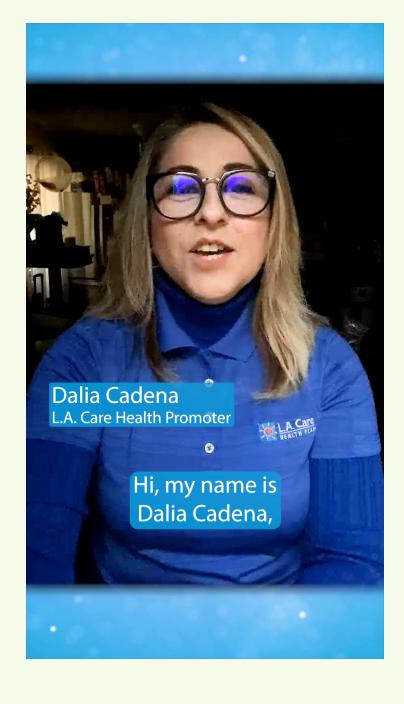
(V	70 ACTIONS	-30 SHARES	+107 COMMENTS			
	COUNT	REACH	IMPRESSIONS	LIKES	COMMENTS	SHARES	
Pre- Pilot TOTAL Posts	1.25K	344.19K	272.89K	5.09K	593	1.13K	
Average	-	286.11	383.24	5.39	0.47	0.9	
Pilot II TOTAL Posts	1.11K	404.07K	433.43K	6.96K	700	1.1K	
Average	-	372.07	692.39	11.18	0.63	0.98	
Engagement % Increase	-11.16%	30.05%	80.67%	107.55%	32.88%	9.08%	

WHAT WORKED

Significant increase in comments and likes. Digital Health Promoters brought lots of enthusiasm and vibrancy to the Facebook page. While reach and impressions increased by 30% -80%, likes increased 108%.

WHAT DIDN'T

Due to staff shortage, there were less posts during pilot II than the previous 6 months. This is seen in the number of FB shares diminished but the average percentage still increased. Pilot II focused on all sharable content posted by L.A. Care which expanded the pool and perhaps diluted DHP impact. Where as Pilot I focused on COVID related content where we saw incredible gains in social media engagement.



DIGITAL HEALTH PROMOTERS

COLLABORATION WITH THE SOCIAL MEDIA TEAM



REDETERMINATION

COLLABORATION WITH SOCIAL MEDIA AND MEDI-CAL PRODUCT TEAMS

All Medi-Cal members have their

MEDI-CAL EXPANSION

COLLABORATION WITH SOCIAL MEDIA AND MEDI-CAL PRODUCT TEAMS





BREAST CANCER AWARENESS

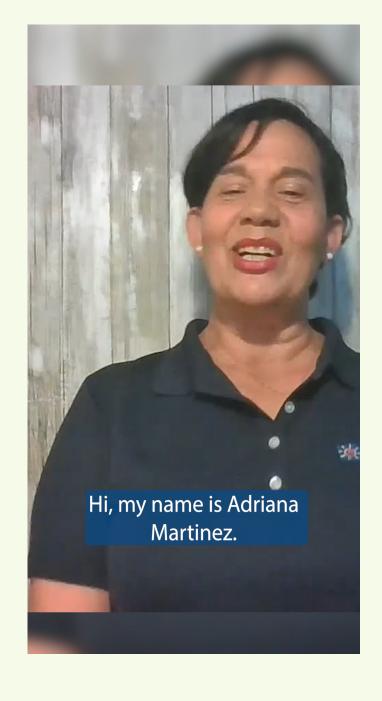
THE HEALTH PROMOTERS PROGRAM
COLLABORATION WITH:

THE L.A. CARE QI INITIATIVES TEAM

THE AMERICAN CANCER SOCIETY

THE L.A. CARE COMMUNICATIONS TEAM





COLORECTAL CANCER SCREENING EDUCATION

- COMMUNITY CLASSES OFFERED AT VENICE FAMILY CLINIC
 - COMMUNITY CLASSES OFFERED AT THE WILMINGTON CRC
 - COLLABORATION WITH THE AMERICAN CANCER SOCIETY
 - COLLABORATION WITH L.A. CARE QI INITIATIVES TEAM AND ALTA MED



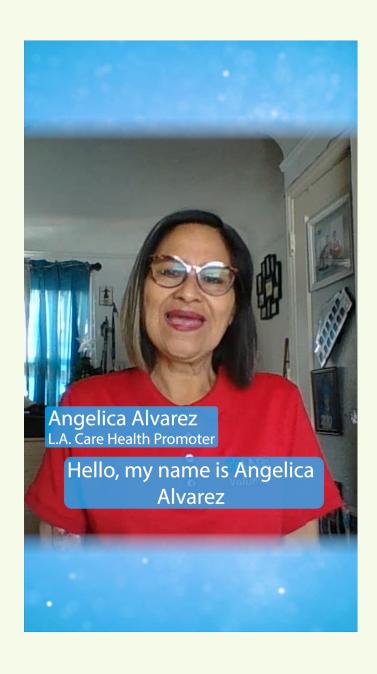


ASTHMA EDUCATION WORKSHOPS

Asthma Training:

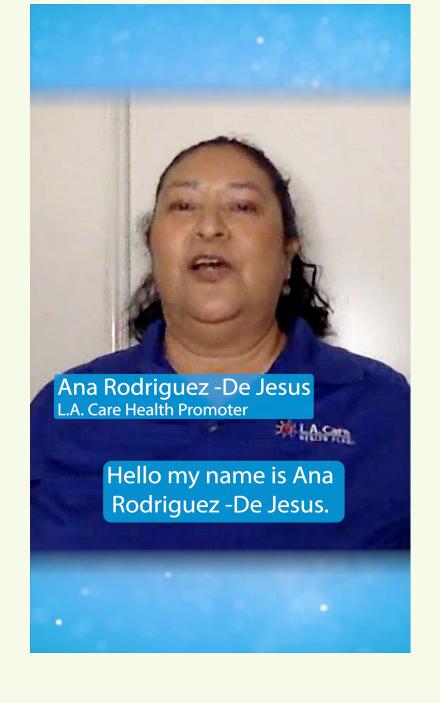
The Health Promoters received training by L.A. Care Health Educator Rafael Marron using the asthma curricula developed by L.A. Care's Pharmacy department. The Health Promoters currently provide Spanish Asthma classes at the Pomona, Wilmington and Palmdale CRCs, with an average of 4-12 members per class. Members receive a free Peak Flow Meter to measure their breathing intake at home.





INTERNAL AND EXTERNAL COLLABORATIONS

DIGITAL AND IN-PERSON COMMUNITY SUPPORT

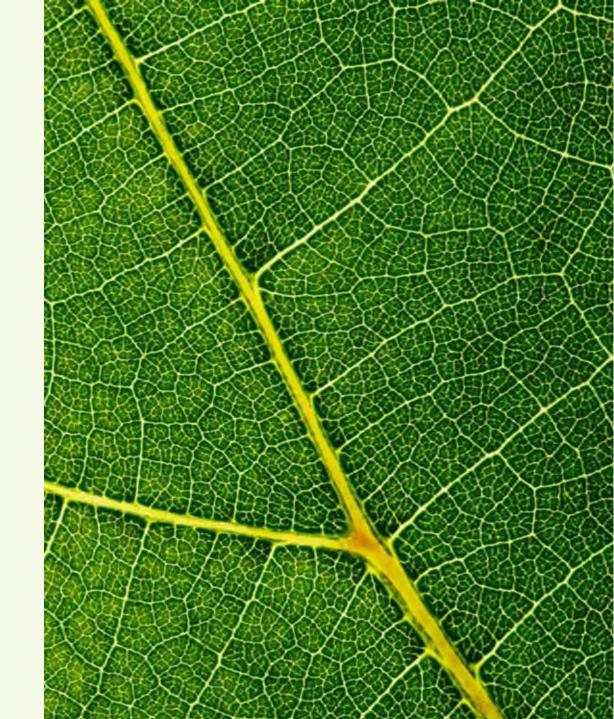


CRC AND FOOD SECURITY PROGRAMS IN-PERSON

CRC BACK TO SCHOOL EVENTS REDETERMINATION EVENTS

THANK YOU

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2025



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Not to be distributed or shared with members/beneficiaries/prospects. Distribution to any person or company is prohibited and may be grounds for contract termination. The plan and benefit information contained in this document is pending approval and subject to change.



L.A. Care Health Plan is the nation's largest publicly operated health plan serving more than 2.5 million members. We are a non-profit plan with a mission to provide access to quality health care for Los Angeles County's vulnerable and low-income residents and to support the safety net required to achieve that purpose.

Our Mission

L.A. Care's mission is to provide access to quality health care for Los Angeles County's vulnerable and low-income communities and residents and to support the safety net required to achieve that purpose.

Our Vision

A healthy community in which all have access to the health care they need.

Our Values

We are committed to the promotion of accessible, high quality health care that:

- Is accountable and responsive to the communities we serve and focuses on making a difference;
- Fosters and honors strong relationships with our health care providers and the safety net;
- Is driven by continuous improvement and innovation and aims for excellence and integrity;
- Reflects a commitment to cultural diversity and the knowledge necessary to serve our members with respect and competence;
- Empowers our members, by providing health care choices and education and by encouraging their input as partners in improving their health;
- Demonstrates L.A. Care's leadership by active engagement in community, statewide and national collaborations and initiatives aimed at improving the lives of vulnerable low income individuals and families; and
- Puts people first, recognizing the centrality of our members and the staff who serve them.







2025



Most Affordable Plan across all Metal Levels in L.A. County with the lowest increase across all Plans.



Recipients of Deferred Action for Childhood Arrivals (DACA) will be newly eligible to sign up for health plans



Covered CA has expanded eligibility for the enhanced Silver 73 Cost Share Reduction plan.



L.A. Care maintains competitive Commission and Bonus for Broker Agents

Updates



L.A. County Exclusive

L.A. County's health journey has been at the heart of L.A. Care's mission for more than 25 years — that's why we're proud to offer the lowest-cost health plan in Los Angeles County across all metal levels this Open Enrollment season.

Don't sacrifice quality for cost.









- ✓ L.A. Care has retained the lowest price all Metal Levels in L.A. County (both Regions 15 and 16). Our rates increased by only 6.2% for the 2025 plan year, maintaining the lowest increase across all Plans.
- ✓ L.A. Care is the most affordable coverage in all cases (except minimum coverage). And the Largest HMO network on the Covered CA exchange
- Each plan offers comprehensive benefits and \$0 preventive services to help you achieve your health goals. Our affordable rates also give you the option to consider premium metal levels while still keeping much-needed money in your pocket!



Plans at a Glance

BENEFITS - SUMMARY OF PLAN CO-PAYS AND COINSURANCE	Platinum 90 HMO	Gold 80 HMO	Silver 70 HMO	Silver 94 HMO	Silver 87 HMO	Silver 73 HMO	Bronze 60 HMO	Minimum² Coverage
Annual Deductible ¹ (individual/family)	\$0	\$0	\$5,400/\$10,800	\$0	\$0	\$0	\$5,800/\$11,600	\$9,200/\$18,400
Annual Out of Pocket Maximum¹ (individual/family)	\$4,500/\$9,000	\$8,700/\$17,400	\$8,700/\$17,400	\$1,150/\$2,300	\$3,000/\$6,000	\$6,100/\$12,200	\$8,850/\$17,700	\$9,200/\$18,40
Annual Pharmacy Deductible ¹	\$0	\$0	\$150/\$100	\$0	\$0	\$0	\$450/\$900	N/A
OFFICE VISITS CO-PAY								
Preventive Care Services including: prenatal visits, well-child care, family planning	No Charge	No Charge	No Charge	No Charge	No Charge	No Charge	No Charge	No Charge
Primary Care Office Visits	\$15	\$35	\$50	\$5	\$15	\$35	\$60	0%6
Specialist Office Visits	\$30	\$65	\$90	\$8	\$25	\$85	\$956	0%
Mental Health and Substance Use Disorder Visits	\$15	\$35	\$50	\$5	\$15	\$35	\$60	0%6
URGENT & EMERGENCY CARE								
Urgent Care Visit	\$15	\$35	\$50	\$5	\$15	\$35	\$60	0%6
Emergency Room ³	\$150	\$330	\$400	\$50	\$150	\$350	40%	0%
INPATIENT SERVICES								
Inpatient Hospitalization	\$225/day4	\$350/day ⁴	30%	10%	20%	30%	40%	0%
Pregnancy (Labor and Delivery)	\$225/day4	\$350/day4	30%	10%	20%	30%	40%	0%
OUTPATIENT SERVICES								
Outpatient Surgery	\$75	\$130	30%	10%	20%	30%	40%	0%
Lab Services	\$15	\$40	\$50	\$8	\$20	\$50	\$40	0%
X-rays	\$30	\$75	\$95	\$8	\$40	\$95	40%	0%
Imaging (CT/PET Scans, MRIs)	\$75	\$75	\$325	\$50	\$100	\$325	40%	0%



Plans at a Glance

Coverage" document (or Member Handbook) for a detailed

description of all benefits, limitations and exclusions.

	Platinum 90 HMO	Gold 80 HMO	Silver 70 HMO	Silver 94 HMO	Silver 87 HMO	Silver 73 HMO	Bronze 60 HMO	Minimum² Coverage	
PRESCRIPTION DRUGS									
Tier 1 (Most Generics)	\$7	\$15	\$18	\$3	\$5	\$15	\$19	0%	
Tier 2 (Preferred Brand)	\$16	\$60	\$60*	\$10	\$25	\$55	40% up to \$500/prescription*	0%	
Tier 3 (Non-Preferred Brand)	\$25	\$85	\$90*	\$15	\$45	\$85	40% up to \$500/prescription*	0%	
Tier 4 (Specialty)	10% up to \$250/prescription	20% up to \$250/prescription	20% up to \$250/prescription*	10% up to \$150/prescription	15% up to \$150/prescription	20% up to \$250/prescription	40% up to \$500/prescription*	0%	
PEDIATRIC VISION ⁵ (AGES 0-19)									
Vision exam and Glasses (1 pair per year or contacts in lieu of glasses)	No charge ⁷	No charge ⁷	No charge ⁷	No charge ⁷	No charge ⁷	No charge ⁷	No charge ⁷	No charge ⁷	
PEDIATRIC DENTAL ⁵ (AGES 0-19)									
Oral Exam, Preventive Cleaning, X-rays, Sealants per Tooth, Topical Flouride Application and Space Maintainers (fixed)	No charge	No charge	No charge	No charge	No charge	No charge	No charge	No charge	
Benefit is available prior to meeting any ded		s subject to annual deductib o-cost Preventive		ess services? Here	are just a few of	the services offe	red:		
 Blood pressure and cholesterol screening 			 Tobacco and alcohol use (screening and counseling) 						
		screening				ening and couns	eilig)		
 Type 2 diabete 	es screening	,		• Diet counseli	ng	ening and cours	eiirig)		
 Type 2 diabete 	es screening ding the flu shot	,		Diet counseliColorectal ca		ening and couns	eiiig <i>)</i>		

English: To request free interpreting services, information in your language or in another format, call L.A. Care at 1.855.270.2327 (TTY 711).

Spanish: Para solicitar servicios de interpretación gratuitos o información en su idioma o en otro formato, llame a L.A. Care al 1.855.270.2327 (TTY 711).

Getting Help in Other Languages



Most consumers up to 138% FPL will be eligible for Medi-Cal.

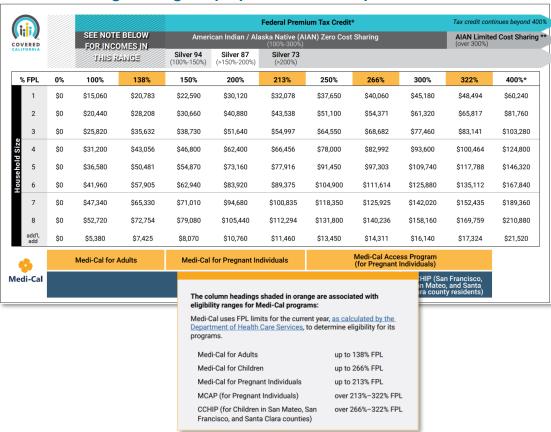
- Low-income families with children
- Pregnant women
- Low-income adults and children
- Seniors 65 and older
- · People with disabilities
- People needing community-based longterm care or care in nursing facilities
- Undocumented individuals regardless of age

Automatic Coverage For:

- Current and former foster children up to age 26
- Children adopted from foster care
- CalWORKs families
- Supplemental Security Income/State
 Supplementary Payment (SSI/SSP) recipients



Program Eligibility by Federal Poverty Level for 2025





Silver 73 Expanded Eligibility

For 2025, Covered CA has expanded eligibility for the enhanced Silver 73 Cost Share Reduction plan. Under this change, instead of limiting eligibility for the Silver 73 plan to those above 200% of the FPL and up to 250% of FPL, they have removed the upper limit so that anyone above 200% of the FPL will qualify to enroll on the Silver 73 plan.

This means that anyone over 250% of the FPL who would have qualified for the Silver 70 plan will now qualify for the enhanced Silver 73 plan.

determine eligibility for its programs.	
Federal Premium Tax Credit	100%-400%+ FPL
Silver 94	100%-150% FPL
Silver 87	over 150%-200% FPL
Silver 73	over 200% FPL
AIAN Zero Cost Sharing	100%-300% FPL
AIAN Limited Cost Sharing**	over 300% FPL

**AI/AN members with household incomes above 300% FPL will be eligible for the Limited Cost

Covered California uses FPL limits from the previous year to

Note: Most consumers up to 138% FPL will be eligible for Medi-Cal. If ineligible for Medi-Cal, consumers may qualify for a Covered California health plan with financial help including: federal premium tax credit, Enhanced Silver (94, 87, 73) plans and Zero Cost Sharing and Limited Cost Sharing AlAN plans.

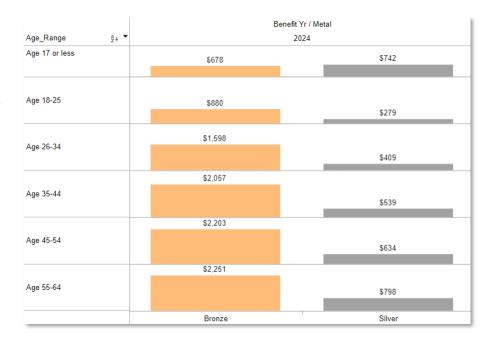
Enhanced Silver 94, 87 and 73 plans have no deductibles, and lower co-pays and out-of-pocket maximum costs.





While Bronze Plans typically have lower monthly premiums, making them seem more affordable initially, Silver Plans can result in greater overall savings due to their lower out-of-pocket costs (up to 30% compared to 40% for Bronze).

Furthermore, the expanded Silver 73 cost-sharing reduction (CSR) enables more members to qualify for additional savings. This is particularly beneficial for older members or those who use healthcare services more frequently, as they (on average) save more overall with a Silver Plan.







DACA (Deferred Action for Childhood Arrivals) is a US immigration policy. that allows some individuals who, on June 15, 2012 were physically present in the US with no lawful immigration status after having entered the country as children at least five years earlier to receive a renewable 2 year period of deferred action from deportation and be eligible for a work permit.

- Until recently, DACA recipients have not been deemed "lawfully present" and therefore, were not eligible to enroll on the ACA healthcare exchanges, like Covered CA. However in April 2024, the Biden Administration published a new final rule that changed the DACA definition, making them "lawfully present" and eligible to enroll on the healthcare exchanges and qualify for federal subsidies.
- Beginning November 1, 2024, recipients of Deferred Action for Childhood Arrivals (DACA) will be newly eligible to sign up for health plans through Covered California.
- Covered CA will manage the enrollment process for DACA recipients they will not be distinguished in any way from other
 enrollees and Covered CA will determine eligibility for this population to enroll via the Special Enrollment Period that is being
 established for this process.

Note: DACA recipients who also have a Qualifying Life Event of having just given birth may be retroactively enrolled for a 11/1/2024 effective date. The Administration estimates that 100,000 DACA recipients nationwide will receive coverage under the new rule (over one in four, or 28%, of current DACA recipients live in CA.)



Loosing DACA Status = Losing Coverage Eligibility

- Eligibility needs lawful presence in the U.S.
- If DACA status is lost, coverage continues only until the end of the year

What Happens at Renewal Time for Coverage

- Lawful presence isn't checked during the year but it is a renewal
- If DACA status isn't renewed, coverage won't be renewed for the next year and ends with the current year.

Importance of Reporting and Renewing DACA

- DACA needs to be renewed regularly; its not permanent.
- It's important to report any changes to DACA status to avoid losing coverage



2025 Plan - Benefits

All L.A. Care Covered Plans: As mandated by the ACA, all carriers are required to offer a core package of benefits and services known as Essential Health Benefits (EHB).



No-cost preventive and wellness care



Hospital and doctor visits



Prescription medications



Emergency services



Maternity and newborn care



Lab work and X-rays



Pediatric vision care



Pediatric dental care



Mental health and substance use services



Free access to our Community Resource Centers



2025 Plan - Value Adds



Nurse Advice Line: Call a team of professional nurses 24 hours, 7 days a week.



Teladoc. Telehealth: Urgent Care access to doctors by phone or video 24/7.



Wellness Rewards: Up to \$215 through the Health in Motion™ program



Tele-Psychiatry: Offering safe and secure virtual care when you need it.



Mail Order Rx: 90 days of maintenance Prescriptions for 60 days worth of cost share.



2025 Plan - Value Adds (Chronic Disease Management Programs)



L.A. Cares About



Heart: Understanding Heart Disease, Lifestyle Changes, Maintaining Medications.



L.A. Cares About



COPD: What is COPD, Smoking Cessation, Medication, Living a Healthy Lifestyle .



L.A. Cares About



Asthma: Things to Know About Asthma, Triggers, Warning Signs, Medicine, Action Plans







Community Resource Center

Located in communities where many of our members live, offering free health and wellness classes that are open to the public.



My Health in Motion™

Members can qualify for up to \$215 in Rewards from the My Health in Motion Program

Health Appraisal - \$40 gift card

Complete a 3-month Health Coaching program - \$30 gift card

Complete any two of the following workshops - \$60 max gift card (\$30 per workshop):

- Quitting Tobacco and Nicotine (Living Free)
- Getting Active (Living Fit)
- Managing Diabetes (Living Well)
- Nutrition or Eating Health (Living Lean)
- Controlling Alcohol (Living Smart)

Complete an Annual Preventive Exam - \$25 Gift card

Diabetes Management (validation/evidence required) - \$30 gift card

Controlling Blood Pressure – (validation/evidence required) - \$30 gift card



My Health in Motion™

Members can qualify for up to \$215 in Rewards from the My Health in Motion Program

Access the My Health In Motion (MyHIM) Wellness Portal through the Member portal at members.lacare.org.

Ready to get started?

- Go to **lacare.org** and click on "Member Sign-In".
- Click on the "My Health In Motion™" tab and create your profile
- If you need help our health coaches are available 1.855.856.6943



Scan to get started





Community Resource Centers

The L.A. Care/Blue Shield Promise Community Resource Centers are safe, fun and inclusive spaces in your community.

We offer many classes and programs that are free and open to everyone!

CommunityResourceCenterLA.org



Locations

- Fast L.A.
- El Monte
- Inglewood
- Long Beach
- Lynwood
- Metro L.A.
- Norwalk
- Palmdale
- Panorama City
- Pomona
- Wilmington
- West L.A.

Coming in 2024

- Lincoln Heights
- South L.A.



Provider Network

Visit lacare.org

L.A. Care has one of the largest HMO networks in L.A. County on Covered California.



- 3,000+ Primary Care Providers
 - 12,000+ Specialists
 - 200+ Clinics
 - 180+ Urgent Cares
 - 60+ Hospitals
 - 30+ Medical Groups



Provider Network

Visit lacare.org

Visit the top of our homepage at to access the online Provider Directory link:

Find a Doctor

The Online Provider Directory allows you to search for providers in various forms utilizing the filter features.

- Search by Location (Within Radius: Zip Code, City, or Address)
- Search by Provider (Filter by: Primary Care, Gender, Open Panel)
- Search by Coverage and Care Requirements (Medical Group, Provider Type and Specialty)





L.A. Care Covered

Agent/Broker Use Only Confidential and Proprietary