



Promise Health Plan

The Role of the Chief Health Equity Officer

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Chief Health Equity Officer





About Blue Shield Promise

Blue Shield of California Promise Health Plan, a wholly owned subsidiary of Blue Shield of California, is a nonprofit managed healthcare organization serving Medi-Cal members.

- Blue Shield of California is a nonprofit health plan with more than 4.7 million members. Its mission is to ensure that all Californians have access to high-quality health care at an affordable price.
- In 2015, Blue Shield acquired Care1st Health Plan, changing the name to Blue Shield of California Promise Health Plan (Blue Shield Promise) in 2019.
- Blue Shield Promise contracts with the Department of Health Care Services (DHCS) in San Diego county and L.A. Care Health Plan in Los Angeles county. Blue Shield Promise covers over 500,000 Medi-Cal members.

Our North Star

To create a healthcare system that is worthy of our family and friends and sustainably affordable.

Who we are
Human. Honest. Courageous.

How we'll get there

Create a personal, high-quality experience

Serve more people

Be financially responsible

Be a great place to do meaningful work

Stand for what's right

Health equity is embedded in everything we do



Promise's HEART Program

Health Equity Advancements Resulting in Transformation

The Blue Shield Promise Medi-Cal Quality Improvement
and Health Equity Transformation Program



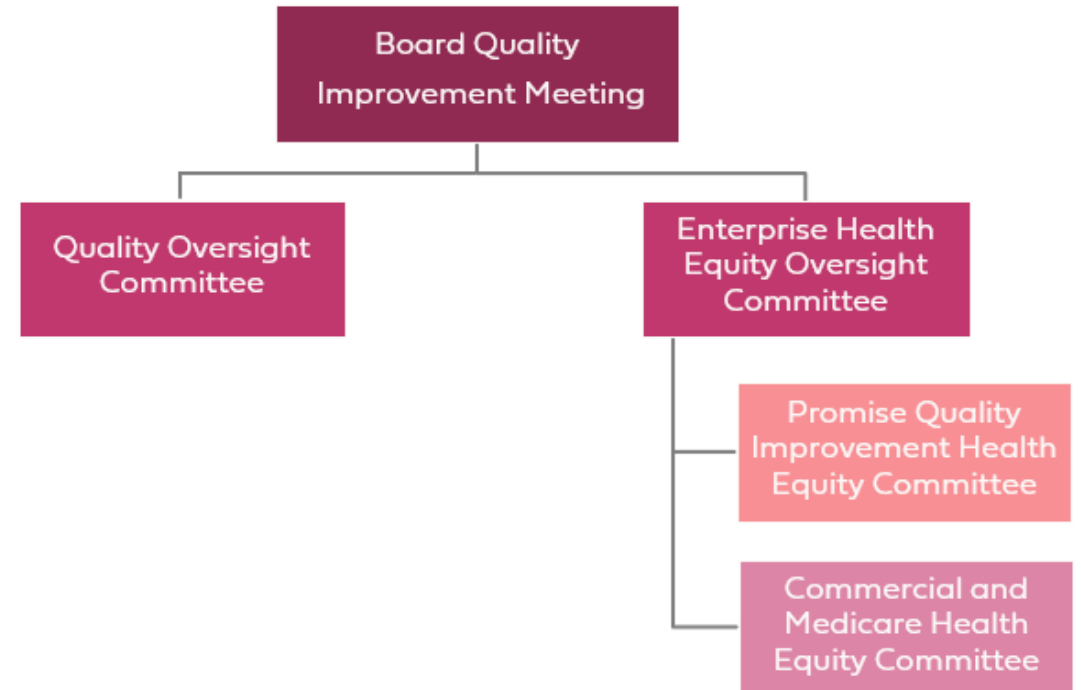
Health Equity Structure

The Health Equity Office develops the HEART Strategy and drives program development and implementation

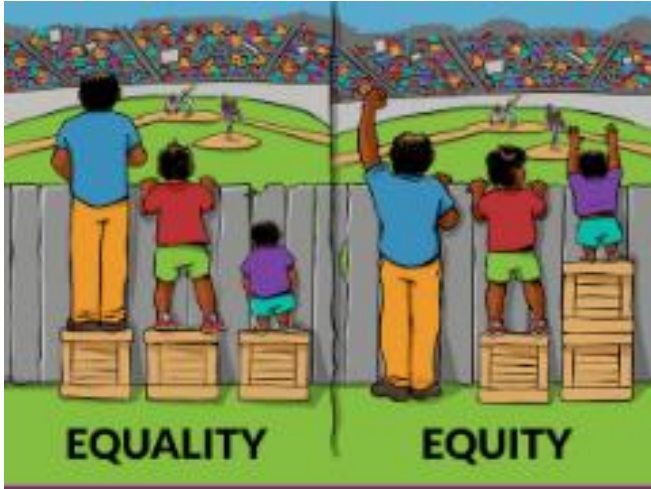


Governance Structure

To best achieve our health equity goals, governance includes a statewide, integrated approach with segmented oversight



Blue Shield of California's Vision – Equity for All



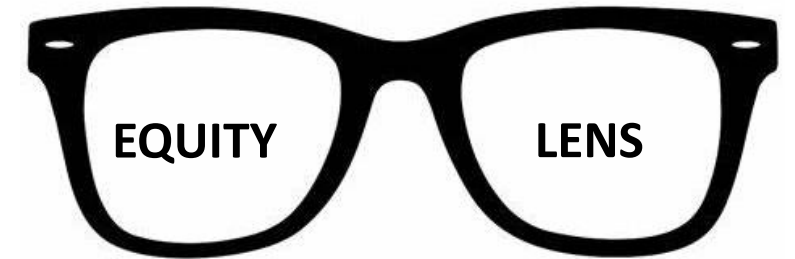
Health Equity: Everyone achieves optimal health and has a fair, just opportunity to do so.

By 2027, all aspects of our operations are designed to deliver a data driven high-quality equitable member experience.



Health Equity is not the icing on the cake...

Health Equity is a key ingredient **IN** the cake.



Applying an Equity Lens challenges us to look at program design from a more inclusive perspective.

- Will this benefit the people who need it most?
- Consider barriers to access.
- Give an extra boost to help everyone have a fair advantage.

Blue Shield Promise's HEART Program is designed to eliminate disparities.
Built on the following tenets:

TRANSFORM



Link Quality and Equity

Listen deeply

Center community in our strategy

Optimize integration using real-time data

Equity Transforms

BUILD



Cultivate a culture of equity

Align intentional organization around multi-disciplinary program

Demonstrate information in action

Equity Builds

HEAL



Reimagine the member experience

Facilitate the bridge to somewhere

Equity Heals

PARTNER



Embrace paradigm shift to drive high-quality, high-performing providers and plan operations

Expand community presence

Develop diverse network

Equity Partners

CHAMPION



Realize our mission to eliminate disparities

Advocate for social justice

Partner with local, state, and national entities to support/lead transformation efforts

Equity Champions

Blue Shield Promise's Health Equity Focus

PRIORITY

- 2024 QIHETP Contract requirements
- Strategic planning
 - Meet Health Disparity reduction targets and Bold Goals
 - Build a culture of equity

BSCA INTEGRATION

- 5-year strategic plan
- Cohesion and reduced duplication
- Governance and oversight

ACKNOWLEDGE SOCIAL RESPONSIBILITY

- Emphasis on social justice and societal issues
- Projects:
 - Pop Health and CalAIM
 - Alternative payment models
 - Diversify provider network
 - Doula program



CHEO Role:
Lessons Learned

- 1 Build the foundation
- 2 Integration is vital
- 3 Data is essential



Lessons Learned

Build the Foundation

- Leverage existing research
- Design a feasible strategic plan
- Plan for funding and resource allocation
- Develop reporting procedures to facilitate transparency
- Prepare documents to organize programmatic approach



Lessons Learned

Integration is Key

- Leadership commitment
- Demonstrated buy-in and support across health plan
- Cross-line of business integration helps reduce duplication, abrasion, and maximize resources
- Continuous socialization
- Assess current landscape and initiatives
- Leverage projects in flight



Lessons Learned

Data is Essential

- Link between Quality and Equity - data improves health outcomes
- Data is needed for every community and group
- Understand populations and where differences exist
- Facilitates clinical care
- High-tech, high-touch approach
- Data-driven approach to QI with focused strategies
- Empower members through digital access
- Dashboard with automated reporting



Thank you



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