

# Member Advisory Committee

## Welcome BCBSAZ Health Choice Pathway (HMO D-SNP) Members!

August 22, 2024

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# Agenda

- **Welcome**
- **Housing Resources and Coordination**
- **Care Management and You**
- **Social Determinants of Health Questions: Member's Access to Resources**
- **Break-out Session**



# Purpose



## The purpose of the Member Advisory Committee and Advocacy Council (MAC) is to:

- ✓ Gain input from you as members of BCBSAZ Health Choice and Pathway
- ✓ Provide a place for you to share your feedback and help us make improvements
- ✓ Enhance overall Member experience.

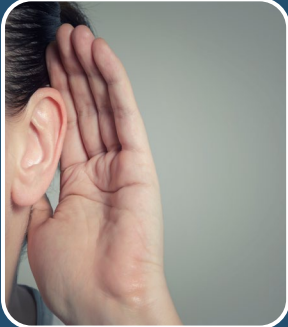
As part of serving on the MAC, you will be asked for your commitment by participating and providing feedback on services and products that are offered by **US**.

The feedback you provide is confidential and will help us to evaluate and implement improvement activities to improve existing programs, services and member communication materials.

# Housekeeping Rules



**Be present.**



**Listen attentively & don't interrupt.**  
Seek first to understand then to be understood.  
Listen to other's opinions.



**Participation is key!**  
Respect the group's time and keep comments brief and to the point.



**Speak honestly.**  
Share ideas, ask questions and contribute to discussion.  
Honest and constructive discussions provide best results.



**Be respectful.**  
Respect other's point of view without agreeing with them is okay.  
It's okay to disagree, respectfully and openly without being disagreeable.



**We will note any pending issues and provide updates during future committee meetings.**



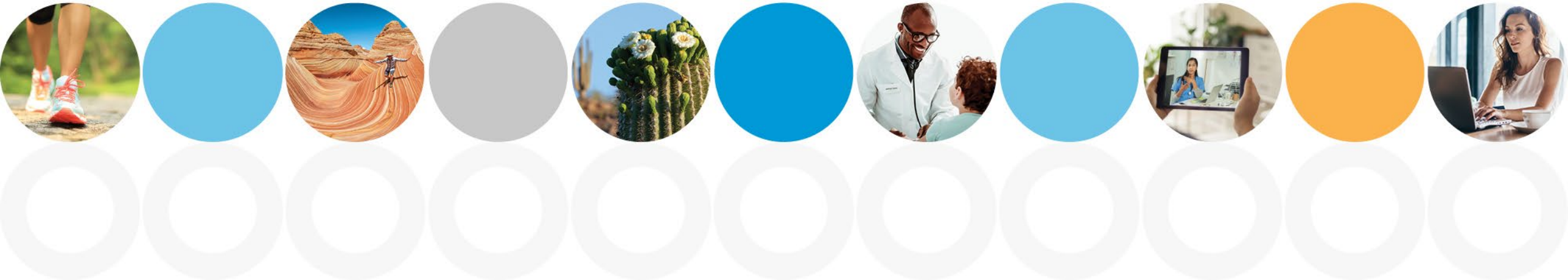
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# Housing Resources and Coordination

AUGUST 2024

ROSE KENT, MPH  
SOCIAL DETERMINANTS OF HEALTH AND CENTERS OF EXCELLENCE  
PROGRAMS COORDINATOR



# Housing is Healthcare

Having housing resources available for members can greatly improve their experience. It addresses a fundamental social determinant of health and promotes whole health.

## Access to Housing:

- **Improves stability** when members have a stable place to live.
- **Enhances access to healthcare** by making members more likely to seek medical attention when they have a stable place to live. This can result in better management of chronic conditions and preventive care.
- **Reduces healthcare costs** because their health improves when having a stable place to live.-
- **Increases social supports** by providing a community, neighborhood, and network of local resources. It also gives members a sense of belonging.
- **Empowerment and self-sufficiency** - Housing resources can empower members by providing them with the stability and resources they need to work towards their personal goals.



# Local Resources

- **Coordinated Entry Site: Front Door of Coconino County**, 928-225-2533 ex. 307, <https://frontdoorofcoconino.org/>
  - Locations available at **Flagstaff Shelter Services** or **Catholic Charities** for members experiencing homelessness or risk of homelessness to be triaged into the housing system.
- **Oxford House, Inc.**, <https://www.oxfordvacancies.com/>
  - Offers statewide housing options for individuals with substance use disorders in recovery through peer-run homes, including homes for women with children.
- **Sunshine Rescue Mission & Hope Cottage**, 928-774-3512, <https://www.srm-hc.org/>
  - Emergency shelter and transitional living options for men, and women with children.
- **Housing Solutions of Northern Arizona**, 928-214-7456, <https://www.housingnaz.org/>
  - Transitional housing for families or survivors of domestic violence through JoJo's Place and Sharon Manor.
- **Public Housing Authority, Section 8 Housing Choice Vouchers**, 928-213-2730, <https://www.flagstaff.az.gov/2347/Section-8>
  - Waiting list for applications is currently open for voucher-assisted rentals.
- **BCBSAZ Health Choice Housing Inbox**, [hchousingsupport@azblue.com](mailto:hchousingsupport@azblue.com)
  - We provide a list of housing resources in your area and can work with your provider to recommend resources and applications.



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# Local Resources

- **AHCCCS Housing Program (AHP)**, <https://azabc.org/ahp>
  - AHP offers vouchers for rental assistance for members with a Serious Mental Illness (SMI) or general mental health and substance abuse who are also high-cost, high-need. Applications are submitted through behavioral health homes.
- **211 Arizona**, <https://211arizona.org/>
  - Call 211 or visit website to be connected to housing resources in your area.
- **Housing Search Arizona**, 877-428-8844, <https://housingsearch.az.gov/>
  - Search engine for finding affordable housing rentals, accessible units, and more for seniors, veterans, and more.
- **US Vets Prescott**, <https://usvets.org/locations/prescott/>
  - Offers transition housing for veterans, including case management, workforce development, meals, and more. They usually have openings! For any questions, or to make direct referrals please contact Outreach Coordinator, Justin Price, at 928-379-1763 or Outreach Specialist, Andy Calin, at 928-978-1922.
- **DNA People's Legal Services**, 928-871-4151, <https://dnalegalservices.org/>
  - Legal aid provides free or low-cost legal help, including eviction prevention, housing discrimination, and other housing related issues.





# Care Management and You! Better Together

Jennifer DeMaris, RN, CCM  
Manager, Integrated Care Management



# We Care About You – Here's What We can Do

<b>Help</b>	You stay healthy
<b>Assist</b>	You in getting healthier
<b>Coordinate</b>	Services from both your health plan and community-based organizations



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# How Do We Help You Stay Healthy?

We

We can explain all the benefits available to you under the plan.

We provide education regarding new or chronic conditions, preventative measures you can take and how to prepare for getting older.

We can remind you to do your annual visit, complete preventative screenings or a health appraisal. Best of all you can receive Healthy Rewards just for doing many of these.

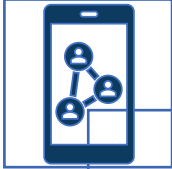
We can connect you to community resources that can help with food, utilities, lodging, housing and employment.



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# How Do We Assist You in Getting Healthier?



- Not only can our Care Managers provide education, guidance and resources regarding your condition, but we have tips and tools on our website which are founded on the best evidence-based practices.



- We can assist when you are coming out of the hospital, nursing home or rehabilitation center to make sure you have the supports and follow up care needed to be well.



- We can pair you with a nurse, health coach or a behavioral health specialist to create your personal care plan which will assist you in reaching your health goals.



- For our Pathway members we have supplemental benefits which add support such as personal emergency response devices, in home assistance, services such as acupuncture, chiropractic services, gym memberships and opportunities for community and social connections.



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# How Do We Coordinate Services?

We work with all of your providers, other government entities, community based organizations and anyone you feel would be helpful in being your best self

We have programs such as Pyx, WiderCircle\* which can assist with loneliness and feelings of isolation

We also partner with CommunityCares\*\* which is a robust compilation of resources which can assist with food, housing, utilities, employment any many other things

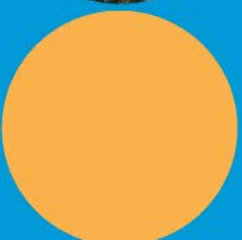
\* WiderCircle is for our Pathway members only

\*\* CommunityCares is an AHCCCS sponsored program for our Health Choice Members



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# Did You Know We Care About Your Mental Health Too?

# What is Mental Health?



Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make healthy choices.



Mental and physical health are equally important components of overall health. For example, depression increases the risk for many types of physical health problems, particularly long-lasting conditions like [diabetes](#), [heart disease](#), and stroke. Similarly, the presence of chronic conditions can increase the risk for mental illness.

# Why is Mental Health Important?

## Importance

Is vital to your overall well-being

- Mental health affects every aspect our lives, from how we think and feel to how we handle stress, relate to others, and make decision.

## Change

Your mental health can change

- It's important to remember that a person's mental health can change over time, depending on many factors.
- When the demands placed on a person exceed their resources and coping abilities, their mental health could be impacted. For example, if someone is working long hours, caring for a relative, or experiencing economic hardship, their mental health may worsen.

## Practice

Develop good coping skills

- Practicing good mental health care can improve your mental health too!



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# Mental Health Statistics

## Arizona and Mental Health

- Arizona is in the top 10 for highest rates of mental health concerns
- We rank 48 out of 50 for mental health (Idaho and Nevada are higher)
- About **1 out of every 4 (23.89%) Arizonans** admit they are struggling. That's 1.8 MILLION people



Arizona is one of the top 10 states for highest rates of mental health concerns

Source - <https://www.mhanational.org/issues/2023/ranking-states>



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# Mental Health Statistics Continue...

## What does that Mean?

- **1 in 5** U.S. adults experience mental illness each year (**about 58 MILLION people!**)
- **1 in 20** U.S. adults experience **serious mental illness** each year
- **1 in 6** U.S. youth aged 6-17 experience a mental health disorder each year
- **50%** of all lifetime mental illness begins by age 14, and 75% by age 24
- **7.6%** of U.S. adults experienced a co-occurring substance use disorder and mental illness in 2021 (19.4 million people)  
Suicide is the **2nd leading** cause of death among kids aged 10-14

Source - <https://www.mhanational.org/issues/2023/ranking-states>



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# Mental Health Statistics Continue...

## Annual prevalence of mental illness among U.S. adults, by demographic group:

- Non-Hispanic Asian: 16.4%
- Non-Hispanic Native Hawaiian or Other Pacific Islander: 18.1%
- Non-Hispanic Black or African American: 21.4%
- Hispanic or Latino: 20.7%
- Non-Hispanic White: 23.9%
- Non-Hispanic American Indian or Alaska Native: 26.6%
- Non-Hispanic mixed/multiracial: 34.9%
- Lesbian, Gay or Bisexual: 50.2%

## Annual treatment rates among U.S. adults with any mental illness, by demographic group:

- Non-Hispanic Asian: 25.4%
- Hispanic or Latino: 36.1%
- Non-Hispanic Black or African American: 39.4%
- Non-Hispanic White: 52.4%
- Non-Hispanic mixed/multiracial: 52.2%
- Male: 40%
- Female: 51.7%

What does that mean?

The average delay between onset of mental illness symptoms and treatment is 11 years

Source - <https://www.mhanational.org/issues/2023/ranking-states>



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# What Impact Does it Have?



## Person

- **40%** higher risk of developing cardiovascular and metabolic diseases. People with serious mental illness are nearly twice as likely to develop these conditions.
- **33.5%** of adults with mental illness also experience a substance use disorder in 2021 (19.4 million people)
- Unemployment is higher among adults who have mental illness (**7.4%**) compared to those who do not (4.6%)
- High school students with significant symptoms of depression are more than **twice as likely** to drop out
- Students aged 6-17 with mental, emotional or behavioral concerns are **3x more likely** to repeat a grade.



## Family

- At least **8.4 million** people in the U.S. provide care to an adult with a mental or emotional health issue
- Caregivers of adults with mental or emotional health issues spend an average of **32 hours** per week providing unpaid care



## Community

- **21.1%** of people experiencing homelessness in the U.S. have a serious mental health condition
- Under age 18, depressive disorders are the **most common** cause of hospitalization
- People aged 18-44, psychosis spectrum and mood disorders account for **nearly 600,000** hospitalizations each year
- **19.7%** of U.S. Veterans experienced a mental illness in 2020 (3.9 million people)
- Serious mental illness cost **\$193.2 billion** in lost earnings each year in the U.S.

Source -

<https://www.mhanational.org/issues/2023/ranking-states>



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# What Are We Doing to Support You and all Arizonans?



Our commitment is to you. Recognizing the significance of good mental health, we set a goal in 2023 to connect 525K members to mental health services by 2025.



Stigma Free AZ - Our goal is to help end stigma around behavioral health in our state. Behavioral health struggles are common and deserve attention, awareness, and treatment – **not** shame, judgment, and stigma.



Established New, Innovative Partnerships and Collaborations.



Meeting our Members' Needs through Programs and Community Connections.



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# What Do We Mean When We Say De-Stigmatize?

We think mental health and physical health are equally important

We provide you with education, resources and tools to understand and improve your mental health

As a health plan, we have those conversations and talk openly about mental health and its impact on us, our families and our communities

We help you to be empowered in choosing what you need in order to be healthy.

## MENTAL HEALTH RESOURCES



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# Which Type of Services Are Available?

\* Health Choice Pathway Members Only



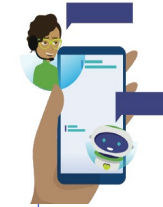
## Counseling

- In-person
- Telehealth



## Treatments

- Cognitive behavioral therapy (CBT)
- Dialectical Behavior Therapy (DBT)
- Neuro
- Biofeedback



## Health Plan Programs

- Pyx
- UniteUs/Contexture
- Wider Circle\*
- Helper Bees \*



## Therapy

- Individual
- Family
- Group



## Substance Abuse

- Outpatient
- Inpatient
- Intensive Outpatient Program



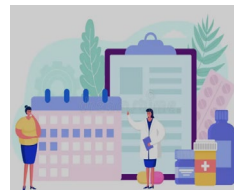
## Support Groups

- Anxiety
- Parenting
- Depression
- Grief or loss



## Community Based Programs and Resources

- Housing
- Employment Services



## Medication Management

- Understanding Your Medication
- Manage Medications Safely



## Peer Support

- Mental Health Diagnosis
- Parenting



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# Care Management Can Help



## Collaborative Approach:

- Your care manager will work closely with you, your family or loved one, your provider(s) and community supports

## Services Provided:

- **Comprehensive Care Coordination**
  - Collaborate with your providers (physical/behavioral) to ensure seamless communication and continuity of care
- **Care Plan or Treatment Plan Collaboration**
  - Gain clarity on your treatment options and make an informed decision
- **Resource Identification**
  - Help in finding resources tailored to your specific needs (e.g., food, housing, and clothing)
- **Support and Education**
  - Increase your knowledge and access to tools for managing your health
  - Feel more confident in getting assistance from medical, behavioral and community providers
- **Personalized Advocacy**
  - Ensure your voice is heard and your unique needs are met
- **Medication Teaching**
  - Assistance in understanding your medication(s)





# Pyx Health and BCBSAZ Health Choice

Working Together to Support You

Pyx Health  
*Because no one gets better alone*

Hi friend...

BlueCross BlueShield Arizona Health Choice

# Frequently Asked Questions

## Q: What is the Pyx Health App?

A: BCBSAZ Health Choice has contracted with Pyx Health to provide their technology platform to our members. Loneliness and social isolation have been identified as significant risk factors for death by any cause, and they have increased during the COVID-19 pandemic. BCBSAZ Health Choice partnered with Pyx Health, which uses smart phone-based technology to decrease loneliness and isolation. Pyx users can do fun programs, look at resources or even talk with live Compassionate Support Center (call center) Representatives.

## Q: How do members enroll with Pyx?

A: Pyx Compassionate Support Center Representatives will guide interested members through the process of downloading the app, setting up an account using your AHCCCS ID number or BCBSAZ Health Choice Pathway member ID, and getting started in the app. Members may also self-onboard by downloading the app from the Pyx website [www.hipyx.com](http://www.hipyx.com) to their phone and following a few in-app prompts to setup their account. Members can call the Pyx Compassionate Support Center at 1-855-499-4777 for assistance.

## Q: Who are ANDYs?

A: Pyx Compassionate Support Center Representatives are also called ANDYs. ANDY is an acronym:

**A**uthentic  
**N**urturing  
**D**ependable  
**Y**our friend

## Q: What are the minimum requirements to use the app?

A: Members must meet the following requirements:

1. Any smartphone: iPhone or Android (no flip phones)
2. 18 yrs. and older, teen program for 13-17
3. Available in Spanish too!

## Q: How much medical history/info is on the app? Can someone using my phone see personal health information (PHI)?

A: No protected health information (PHI) is stored in the app, other than your first name.



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A no cost program for teens.

# WHEN LIFE IS HARD

## Pyx Health can help.

If you feel lonely, depressed, or anxious navigating today's world, Pyx Health can help.

Our app and trained staff can help you feel better, day and night. With Pyx Health, you're not alone.

*Confidential, judgement-free support*

*Connect with someone who gets it*

*App loaded with resources and activities*



Enroll using your health plan ID

Download on the App Store | GET IT ON Google Play

[PyxHealth.com](http://PyxHealth.com)

Download the Pyx Health app on your phone or tablet to get started.  
You can also sign up by phone 1-855-499-4777 (TTY: 711)



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# Pyx Health and BCBSAZ Health Choice

## Two NEW Programs – Just for Teens and Care Givers



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# Community Based Resources – Child Care

- **Department of Economic Security (DES)**
  - Employment and specific education and training activities (current waitlist)
- **Scholarships:**
  - Quality First – tied to income, ages birth to 5. First come, first served; [Quality First Search - First Things First](#)
- **Blue Family Endowed Scholarship**
  - Child must have been in foster care minimum x2 years, parent enrolled in Coconino Community College for at least 6 credits & GPA 2.5



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# Community Based Resources - Food

- **Golden Rule Charities**
  - **The Pantry** [Golden Rule Charities – The Pantry \(the-pantry.org\)](http://the-pantry.org) If you lack food for any reason, come see us Wednesday thru Sunday 3 P.M. to 6 P.M. weekly.
    - **Shop** - Come and shop our shelves, fridge, and freezer. Our products change daily, shoppers can come in once every 7 days to shop.
    - **Eat** - Whether experiencing difficult financial times, or just needing to plan ahead, or anything in between, let us help supplement your regular shopping.
    - **Volunteer** - Everyone has something they can contribute, it is not required to shop.
- **Sunshine Rescue Mission, Inc** [Ending Homelessness \(srm-hc.org\)](http://srm-hc.org)
  - 124 S. San Francisco Street Flagstaff, AZ – 86001 Phone: (928) 774-3512  
Provides a food pantry. Pantry Hours: Monday - Friday 4:30pm - 5:30pm
- **Society of St Vincent de Paul, [Flagstaff Thrift Store \(stvincentdepaul.net\)](http://stvincentdepaul.net)**
  - 2113 N. East Street Flagstaff, AZ - 86004  
Provides a food pantry. Pantry Hours: Monday - Saturday 10:00am - 4:30pm
- **Salvation Army – [Flagstaff Corps \(salvationarmy.org\)](http://salvationarmy.org)**
  - 507 N. Humphrey Street Flagstaff, AZ – 86001  
Provides a food pantry. Pantry Hours: Monday - Thursday 9:00am - 12:00pm



# Community Based Resources - Food



Name	Address	Days Open	Time
<b>Flagstaff Family Food Center</b>	1903 N 2 <sup>nd</sup> St.	Daily	10am-2 pm – sack lunches / 4pm-5:30 pm- hot meals
<b>American Legion</b>	204 W Birch Ave, Flagstaff, AZ 86001	Mondays	9am – 11am
<b>Kinsey Elementary</b>	1601 S Lone Tree Rd, Flagstaff, AZ 86001	Tuesdays & Saturdays	10am – 12pm
<b>Summit Fire Station</b>	8905 Koch Field Dr, Flagstaff, AZ 86004	Tuesdays & Saturdays	2pm – 4pm
<b>Leupp Church of Jesus Christ of Latter-Day Saints</b>	40 mi E of Flagstaff on Leupp Schools Rd, Leupp, AZ 86035	Wednesdays	10am – 12pm
<b>Highland Fire District Station #23</b>	3350 Old Munds Hwy, Flagstaff, AZ 86001	Thursdays	8:30am – 10:30am
<b>Elks Lodge – TEMPORARY LOCATION</b>	2101 N San Francisco St, Flagstaff, AZ 86001	Thursdays Friday	1pm – 3pm 10am – 12pm
<b>Coconino Community College</b>	3000 N 4th St, Flagstaff, AZ 86004	Fridays	1:30pm – 3:30pm
<b>WIHCC Main Campus</b>	500 N. Indiana Ave, Winslow, AZ 86047	Second Thursday	1:30pm – 3:30pm



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# Discussion: Members' Access to Resources

Rose Kent, MPH

Social Determinants of Health and Centers of Excellence

Programs Coordinator



# Social Determinants of Health

- Access to education
- Quality of education
- Health literacy



- Access to specialty care
- Getting to doctor's appointments
- Cost & quality

- Job availability
- Wages

- Crime
- Pollution
- Housing availability
- Recreation spaces

- Community centers
- Social isolation
- Connection to family & friends

Social Determinants of Health  
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Healthy People 2030

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# Discussion: Access to Resources



## Question:

- What help do people in your community need most? (finding food, healthcare, transportation, etc.)
- ¿Qué es lo que más se necesita en su comunidad (comida, atención médica, transporte, etc.)?

# Discussion: Access to Resources

## Question:

- How has it been for you or your family / friends to get the things you need from places that already offer help?
- ¿Cómo consiguió usted o sus familiares/amigos lo que necesitaban de lugares que ofrecen ayuda?



# Discussion: Access to Resources

## Question:

- What makes it hard to get help? (cost, language, transportation, finding info etc.)
- ¿Qué dificulta obtener ayuda (costos, idioma, transporte, búsqueda de información, etc.)?



# Discussion: Access to Resources



## Question:

- How can BCBSAZ Health Choice help to meet these needs?
- ¿Cómo puede BCBSAZ Health Choice satisfacer estas necesidades?



# Discussion: Access to Resources

## Question:

- How can we work better with your community to make getting help easier? (e.g., clinics, support groups)
- ¿Qué podemos mejorar de nuestro trabajo con sus comunidad para facilitar la obtención de ayuda (por ejemplo, clínicas y grupos de apoyo)?



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# Breakout Session



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# Member Advocacy Committee

## BCBSAZ Health Choice Pathway Breakout Session

August 22<sup>nd</sup> 2024



# Healthy Rewards Program

**You can earn reward dollars for completing an eligible health activity!**

The following are the 2024 eligible health activities, and the associated dollar amounts for all plans:

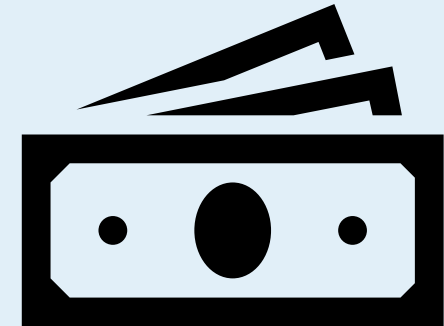
Annual Wellness Visit/In-Home Assessment: **\$25**

Breast Cancer Screening (Mammogram): **\$50**

Colorectal Cancer Screening: **\$25**

Diabetic Retinal Eye Exam: **\$25**

Osteoporosis Management: **\$50 (2 per year)**



**Contact Member Services for more details on how to receive your healthy rewards.**



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# Advanced Directives



# Types of Advance Directives

There are four types of Advance Directives:

1. **Living Will (End of life care)** – A Living Will is a piece of paper that tells doctors what types of services you do or do not want if you become very sick and near death and may not be able to make health care decisions or give consent for yourself. For example, in your Living Will you might tell doctors if you want to be kept alive with machines or fed through tubes if you cannot eat or drink on your own.
2. **Medical Power of Attorney** – A Medical Power of Attorney is a paper that lets you choose a person to make decisions about your health care when you cannot do it yourself.
3. **Mental Healthcare Power of Attorney** – A Mental Healthcare Power of Attorney names a person to make decisions about your mental health care if it is found that you cannot.
4. **Pre-Hospital Medical Directive (Do Not Resuscitate)** – A Pre-Hospital Medical Care Directive tells providers if you do not want certain lifesaving emergency care that you would get outside a hospital or in a hospital emergency room. You must complete a special orange form. You can get a free copy of this form by calling the Bureau of Emergency Medical Services at 602-364-3150.



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# Obtaining an Advance Directive

- If you decide that you want to have an Advance Directive, there are several ways to get this type of form; from your lawyer, a social worker or from some office supply stores. To make it easier for our members, BCBSAZ Health Choice Pathway has posted the Living Will and Power of Attorney for Healthcare forms along with instructions on how to fill out the form.
- <https://www.healthchoicepathway.com/members/member-information/>

# Resources

Information	Documents
<p><a href="#"><u>National Hospice and Palliative Care Organization(opens in a new tab)</u></a></p>	<p><a href="#"><u>Arizona Healthcare Directives Registry(opens in a new tab)</u></a></p>
<p><a href="#"><u>Communication skills for end of life discussions(opens in a new tab)</u></a></p>	

# In-home Support Services and Home Modification Supplemental Benefit

Presented by:  
Andy Friedell  
Chief Operating Officer  
Dean Gutridge  
Vice President



- Who are The Helper Bees
- Services we provide



# Who are The Helpers Bees

- Aging in place does NOT mean aging alone. Our mission is to make aging in place as easy as possible for both the care recipient and caregiver.
- The Helper Bess is a leading platform connecting members to a full spectrum of In-Home Support Service Providers .





# About the Benefit

**As a BCBSAZ Health Choice Pathway member, you have a \$900 allowance available to use towards goods and services tailored to keep you safe and independent in your home.**



# Services Available



## Personal Care

The Helper Bees will provide a range of in-home support services tailored to your needs. With 30 hours of assistance available, you have access to services that help maintain your health and home environment.

- Companionship
- Personal care
- Respite

*(All of the above to be used in 2 or 4 hour increments)*

- Lite yard work



## Home and Bathroom Safety

The Helper Bees are dedicated to ensuring your safety and comfort within your own home. With this range of goods and services, we aim to deliver the peace of mind and assistance necessary to empower your independence.

- In-home safety assessment
- Lever handle faucet
- Handheld shower
- Raised toilet seat
- Non-slip stair treads
- Bathroom grab bar(s)
- Window-unit air conditioner
- Portable air conditioner
- Folding shower seat
- General handyman service



## Home Assistance Items

Beyond our services, The Helper Bees also provides a selection of home assistance items. You can easily order these items by giving The Helper Bees a call and they will be conveniently delivered straight to your doorstep.

- Evaporative air cooler
- Crawling insect bait traps
- Bottle of spray for common household insects

# How to Utilize your benefits

The Helper Bees  
Customer Service Team



## HOTLINE

**1-888-454-1423 TTY:711**



## HOURS OF OPERATION

8 AM to 8 PM local AZ time,  
Monday - Friday

BCBSAZ Health Choice Pathway (HMO D-SNP)

Member Services at **1-800-656-8991 TTY:711**

8 AM to 8 PM, seven days a week.

# We Connect Neighbors for Better Health



# Who We Are & What We Do



- We are a health care company addressing SDOH with a novel community care model.
- Wider Circle employs analytics and psychology of influence to form lasting neighborhood groups or circles of health plan members.
- **Members of Wider Circle groups inform, support, and motivate their neighbors to achieve better health in a culturally competent manner.**
- **When your circle is bigger, life is better. Engaged members are happier, healthier, more active and overcome isolation.**



# How it Works: Connect for Life®



## Human Connection

Local meet-ups revive **latent connections**



Relationships drive **engagement**



Purposeful peers support **lasting behavior change**

### We hire hyper local staff!

- Trained and coached by Wider Circle
- Immersed in the local culture, they're your neighbors!
- They help to guide introductions and help you meet other members!

### Build Trusted Connections

- Our program hopes to be a familiar and trusted engagement, which prides itself on monthly meetings both virtual and in-person
- We help members share and engage on shared experiences, navigating life's challenges!

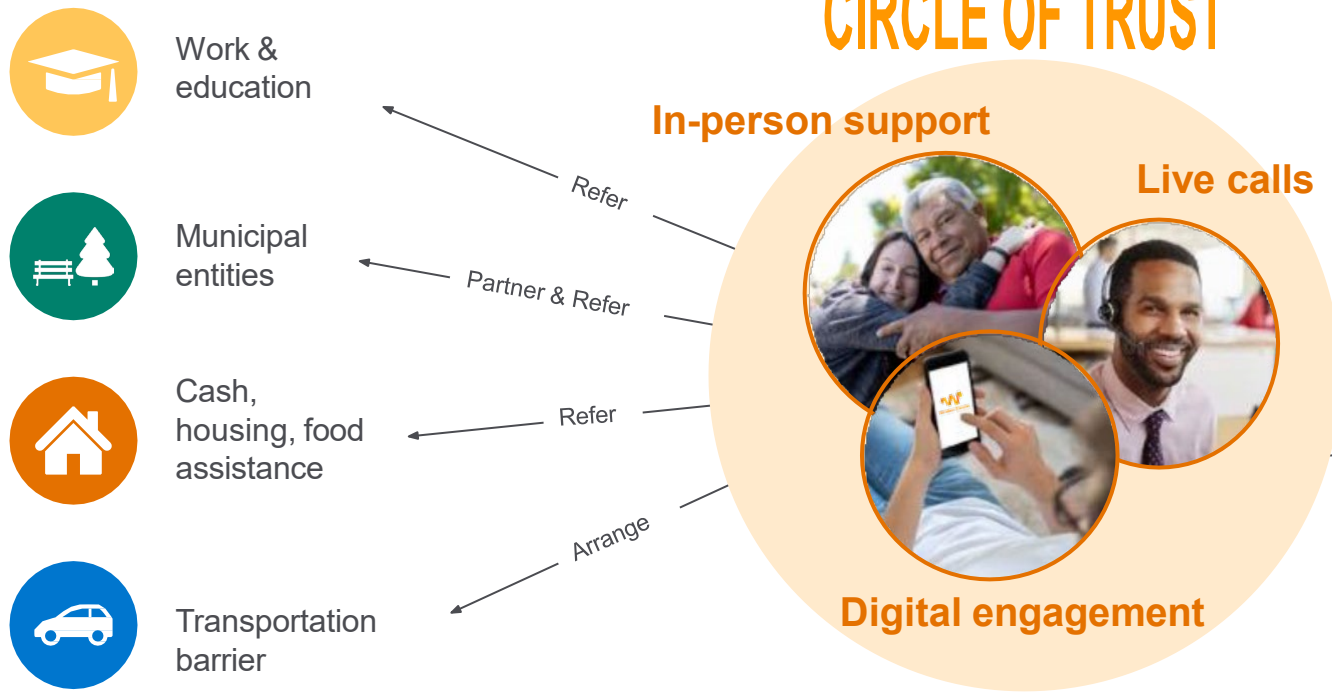
### Ambassador Driven Chapters

- We identify and empower influential, purpose-driven community leaders just like yourself to become more involved!
- They then go on to use their peer influence to support others with behavior change.

# Wider Circle Activates an SDOH Support Ecosystem for Members and Coordinates Members Needs with the Sponsor

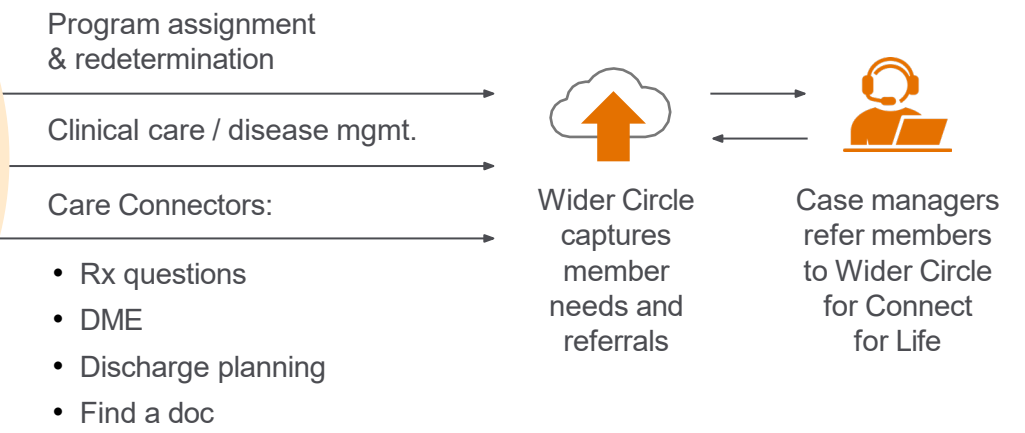


## Wider Circle's CIRCLE OF TRUST



**Wider Circle engagement specialists close the loop:**

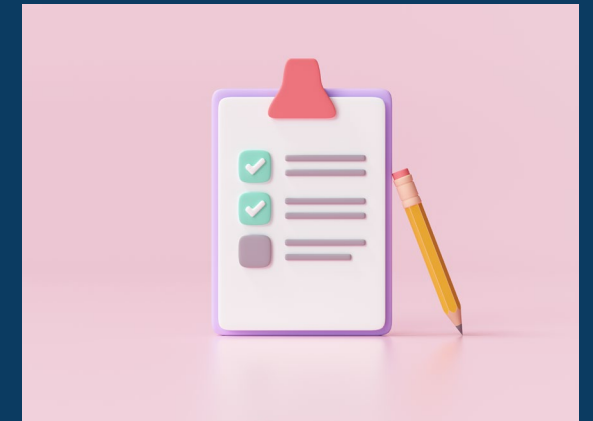
- We ensure you get the resources you need
- Pairs member with value add services available through the plan
- Connect members with local community based organizations
- Circle back with member to ensure issue is resolved



**Wider Circle provides:** ✓ SDOH barrier assessment ✓ Ongoing member engagement ✓ Issue resolution ✓ Services referrals ✓ Escalation path

Thank you for coming today!

During lunch we ask that you complete a member survey to see how we are doing.



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