

MEETING OF
BLUE SHIELD OF CALIFORNIA PROMISE HEALTH PLAN
QUALITY IMPROVEMENT HEALTH EQUITY COMMITTEE (QIHEC)

Via Conference Call
June 26, 2025

Once a quorum was established, the Blue Shield of California Promise Health Plan Quality Improvement Health Equity Committee (QIHEC) meeting was called to order by the Chairperson, Dr. Jennifer Nuovo, Chief Medical Officer via telephone conference on Thursday, June 26, 2025.

Attendance

Committee Members present:

1. Dr. Jennifer Nuovo, Chief Medical Officer, Blue Shield of California Promise Health Plan
2. Valerie Martinez, Chief Health Equity Officer, Blue Shield of California Promise Health Plan
3. Christine Nguyen, Director, Clinical Quality, Blue Shield of California Promise Health Plan
4. Vivian Phillips Husband, VP Customer Experience and Shared Services, Blue Shield of California
5. Dr. Brendan Mull, Medical Director, Quality Management, MedPOINT Management
6. Sonia Tucker, VP of Population Health, San Ysidro Health
7. Frances Trimble, Quality Manager, San Ysidro Health
8. Yesenia Curiel, Director, Associate VP Behavioral Health and Crisis Intervention Services, AltaMed Health Services
9. Gloria Shier, Chief Executive Officer, Elite Care Health
10. Jennifer Miyamoto-Echeverria, Senior Director, Medi-Cal Population Health Management, Blue Shield Promise Health Plan
11. Sarine Pogosyan, Health Equity Program Director, Community Clinic Association of LA County (CCALAC)
12. Deanna Newman, Senior Manager of Data Operations, Community Clinic Association of LA County (CCALAC)
13. Alyson Spencer, Senior Director, Blue Shield of California Promise Health Plan
14. Richard Powell, MD, RLP Enterprises
15. Ruth Novodor, El Proyecto del Barrio, Inc.
16. Rosa Hernandez, Sr. Manager, Lifestyle Medicine, Blue Shield of California Promise Health Plan
17. Diana Lam, Director of Quality Operations, Accountable Health Care
18. Jesse Brennan-Cooke, Director, Clinical Access Programs & Medi-Cal Behavioral Health Operations, Blue Shield of California Promise Health Plan

Committee Members absent:

1. Jennifer Schirmer, VP, Medi-Cal Growth, Blue Shield of California Promise Health Plan
2. Job Godino, Director of Quality Improvement and Innovation/Scientific Director, Family Health Centers
3. Dr. Jesus Saucedo, Clinical Advisor, Harmony Health
4. Alison Sipler, Program Coordinator, San Diego County Health and Human Services
5. Jennifer Christian-Herman, VP, MindBody Medicine, Blue Shield of California
6. Susan Mahonga, Director CalAIM, Blue Shield of California Promise Health Plan
7. Deanna Newman, Senior Manager of Data Operations, Community Clinic Association of Los Angeles County
8. Taylor Ballou, Interim Vice President Performance, Blue Shield of California Promise Health Plan

Blue Shield of California and Blue Shield of California Promise Health Plan Representatives present:

1. Alexis Duke, Health Equity Business Analyst, Consultant
2. Brigitte Lamberson, Principal Program Manager
3. Candace Maze, Director of Utilization Management, Commercial
4. Eduardo Delgado, Principal Program Manager
5. Heather Smalley, Sr. Manager, Program and Project Management, QA Accreditation, Quality Regulatory Compliance, QI
6. Karin Bartley, Director, Clinical Oversight, Office of Promise CMO
7. Marilyn Milano, NCQA Health Equity Program Manager Principal, Clinical Operations Oversight
8. Ron Baur, Principal Program Manager, Promise, Quality Management, QI
9. Shahid Salam Sr. Manager, Operations, Medicare Non-Clinical AGD
10. Som Florendo, Program Manager, Consultant, QI
11. Yasamin Hafid, Senior Director, Medi-Cal Compliance Promise Chief Compliance Officer
12. Leigh Purry, Senior Manager, Health Equity
13. Paige Brogan, Principal Program Manager, CalAIM
14. Danika Cunningham, Sr. Director, Health Operations Oversight
15. Vanessa Macias, Principal Program Manager, Medi-Cal Performance and Optimization
16. Lisa Chadwell, Program Manager Principal, Promise Business Development - Growth

Introductions and Welcome

Valerie Martinez welcomed committee members, called the meeting to order, previewed the meeting agenda, and provided a brief statement on Blue Shield Promise' health equity commitment.

Old Business

There were no action items to be reviewed for old business.

Document Review and Approval (Pre-reads)

The Quality Improvement and Health Equity Transformation Program (QIHETP) program documents were circulated to voting committee members for review and approval via email prior to the QIHEC Q2 meeting. The following documents were approved by voting committee members:

- BSC Promise QIHEC Meeting Minutes Q1 2025
- BSC Promise QIHEC 2025 Work Plan Q2 2025
- HEQ-001: QIHETP Policy and Procedure
- HEQ-002: QIHEC Policy and Procedure
- HEQ-003: Diversity, Equity, and Inclusion (DEI) Training Program Requirements
- HEQ-003: Attachment DEI Training Selection Criteria Guidelines
- HEQ-003: Attachment DEI Training Delegates Grid
- QIHETP Annual Evaluation Report Year (RY) 2025

Health Equity Data Dashboard

Eduardo Delgado, Health Equity Principal Program Manager, presented the quarterly action items and status updates regarding the HEART Measure Set. Eduardo presented a thorough disparity analysis of specific measures including a review of findings, results, and key takeaways for each metric presented. Overall, key findings indicate the following, 1) the data reveals significant health equity disparities across racial/ethnic groups, age groups, and languages even when controlling for denominator variance; 2) the top rates observed across several Quality measures for Farsi, Chinese, Arabic, and Cambodian-speaking members; and 3) the lowest rates trending for members ages 15-24 and Black or African American members. To address health disparities, Blue Shield Promise is dedicated to using a data-driven approach to improve our members' health outcomes. Targeted interventions such as language support, enhanced outreach, age-specific programs, and addressing county-level differences are essential to improve screening rates, care engagement, and overall health equity.

Health Equity Integration Plan Updates

Alexis Duke, Health Equity Business Analyst, presented on Blue Shield Promise Medi-Cal contract requirements to maintain a Health Equity Transformation Program (HETP) which includes at a minimum integration of health equity activities across a wide range of functional areas. Those mandated functional areas include:

1. Health Education and Cultural and Linguistic Services
2. Growth, Community Engagement, and Marketing
3. Provider Network
4. Population Health Management
5. Grievances and Appeals
6. Utilization Management
7. Quality
8. Medical Services: Case management and Maternal Health

Blue Shield Promise will maintain an integration plan program, document planned activities and outcomes to integrate health equity. Teams finalized integration plans by end of last year. Beginning in 2025, activities will begin to be implemented across the functional areas and progress will be reported. This work will continue to focus on interventions and identifying opportunities. There is a total of thirty-seven activities across the eight health equity integration plans. Teams are progressing well with ten activities or 33% completed by the end of Quarter 2, 2025.

Health Equity Spotlight: Member Incentive Program

Lisa Chadwell, Principal Program Manager, Blue Shield Promise Business Development and Program Implementation Department, presented on Blue Shield Promise' new value-added benefits for mothers and babies. The program is a new initiative designed to support expecting/new parents, and newborns with their mental and physical health through the first year of life with a focus on early engagement, preventive care, and access to essential resources. The program begins by enrolling expectant parents during pregnancy, connecting them to both prenatal and value-add services. A key feature is the Mom and Baby Bag—a newborn supply kit delivered around the time of birth, ideally at the birth location. Another major component is diaper supply support, where members receive four \$100 Amazon vouchers over 12 months, redeemable through a custom catalog. These vouchers are tied to healthcare milestones, such as well-child visits and postpartum care. Overall, the program aims to build strong early connections with families, promote preventive care, and reduce barriers to essential baby supplies and services.

Regulatory Updates

The mandatory DEI Medi-Cal training entitled the *2025 Advancing Health Equity. Training to Support Member Interactions* internal training for all staff was released on March 3, 2025. Blue Shield Promise has reached a 99% completion rate. Blue Shield Promise released the external Provider facing training, 2025 Advancing Health Equity training on the new Blue Shield of California Provider Learning Center platform on April 28, 2025. Blue Shield Promise has reached a 2% completion rate.

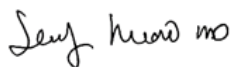
In addition, the new Transgender, Gender Diverse or Intersex (TGI) Cultural Competency Training as set forth by All Plan Letter 24-017 and Senate Bill 923 was released on April 1, 2025, to internal member-facing staff. The training is entitled *Improving the Healthcare Experience for the Transgender, Gender Diverse, and Intersex Community*. Blue Shield Promise has reached a 54% completion rate.

Next Steps

The committee will continue to present QIHETP Workplan updates, present HEART Measure Set Monitoring Report rates and disparity analysis and identify quarterly Health Equity Spotlight reports. The HEO will track the action items and bring updates forward at the next QIHEC meeting.

Closing and Adjournment

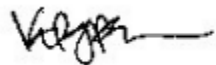
Dr. Jennifer Nuovo thanked the committee for their time and feedback. The next QIHEC meeting will be held September 25, 2025.



Dr. Jennifer Nuovo
Chief Medical Officer
Chair

10/02/2025

Date



Valerie Martinez, DrPH(c), MPH
Chief Health Equity Officer
Co-Chair

10/02/2025

Date