

Meeting Minutes

Member Advisory Council (MAC)

Gulf GSA



Tuesday, February 21, 2017
11:30 a.m. – 1 p.m.
Dryades YMCA
2200 Oretha Castle Haley Blvd.
New Orleans, LA 70113

1. Conference Dial-In Attendees:

Damiane Ricks, Louisiana Department of Health

Channing Warner, MAC Board Member/
Local (New Orleans) Attorney

2. In-House Attendees:

AmeriHealth Caritas Louisiana:

Pierre Washington

Lori Payne

Rocquel Hawkins

Ke'Wannda Bell

Shamekia Sauceberry

Veronica Calderon

Yolanda Criss

Grover Harrison

Dana Fisher

Glenda Hurm

Christopher Wyre

MAC Board Members:

Catherine Haywood — Tulane University

Enel Wise — Healthy Start New Orleans

Nyra Hoal-Miles — Healthy Start New Orleans

Guest speaker:

Dr. Betty Lo — Louisiana State University
Health Science Center

3. Welcome

Pierre Washington, Member Advisory Chair and Member Engagement Manager, welcomed everyone to the meeting.

4. Approval of Minutes

Washington asked that the minutes be reviewed for approval and welcomed questions or suggestions. Lori Payne questioned if AmeriHealth Caritas Louisiana would explore ideas from the MAC members regarding item No. 6 referenced in the minutes: "What type of incentive do you think would be effective in gaining MAC participation by AmeriHealth Caritas Louisiana behavioral health members?"

Washington commented that Walmart gift cards are issued to members who attend meetings. He shared he is open to exploring ideas to get member attendance up. MAC member, Enel Wise, asked if the member population was high in the area where the meeting was held. She pointed out the distance traveled and the time of day is not convenient for some community partners, and makes it hard to get members to the meeting. Washington suggested hosting the meeting on Saturdays. Amerihealth Caritas Louisiana Community Educator, Shamekia Sauceberry, mentioned it would be a conflict for most of the representatives because of community events. MAC member, Catherine Haywood, shared some possible sites for the meeting that are on bus routes — for instance, libraries which are centrally located within communities.



5. Medicaid Expansion Overview

As a result of the additional 50,000 members gained from Medicaid expansion, Amerihealth Caritas Louisiana now has over 210,000 members across the state. Washington indicated that majority of the members acquired through Medicaid expansion were adults. Due to the shift in membership, the advertising strategy has changed from mom and child to also include single adults. He went on to address the success of the Freedom to Choose campaign and asked for feedback.

Suggestion from the MAC Board: Advertise more during open enrollment, place more billboards in the inner cities, and send flyers to community partners to share with members.

Washington acknowledged that visibility is important and was appreciative of the feedback he received.

6. Amerihealth Caritas Louisiana Upcoming Events

Community Educators, Christopher Wyre and Rocquel Hawkins, gave an overview of major events in the region.

NOLA Youth Festival

March 6 – 12

Lakeside Kids Expo

March 11

Amerihealth Caritas Louisiana presents On the Move: Healthy Kids Day

April 22

7. Hypertension Discussion

Dr. Betty Lo, with Louisiana State University Health Science Center, discussed hypertension in detail, and stressed it is the leading cause of heart attacks. She shared statistics on the hypertension rate and obesity rate in the Greater New Orleans area.

Dr. Lo expressed the importance of getting care and having access to healthy foods, because this is a preventable disease.

8. Discussion of Amerihealth Caritas Louisiana Member Marketing Initiatives

It was brought to Washington's attention that more marketing to the Hispanic population was needed. Amerihealth Caritas Louisiana Community Education team member, Veronica Calderon, noted that there has been an increase in the Hispanic population in the Kenner area, so more outreach should be done to the Hispanic community there.

Action item No. 1: The Communications/Marketing and Community Education teams will work together to increase outreach to the Hispanic population in the Kenner area.

Also, the MAC members asked if Amerihealth Caritas Louisiana flyers and brochures could be emailed to the various community groups, and they could email and/or print for their member base. The group also stated that they've heard from members that they would like more information on the Amerihealth Caritas Louisiana dental benefits.

Action item No. 2: The Communications/Marketing and Community Education teams will work to identify community partners that can help to increase awareness of the Amerihealth Caritas Louisiana dental benefits.

9. Success Story

Amerihealth Caritas Louisiana Community Educator, Rocquel Hawkins, shared a story of helping an Amerihealth Caritas Louisiana member affected by the recent tornado, which caused extensive damage in New Orleans East, and her ability to help the member to acquire the resources from community partners that were needed to help the member start the rebuilding process.

10. Adjourn

The meeting adjourned at 1 p.m.