MNsure MEDICA FORUM
2021 INDIVIDUAL AND FAMILY BUSINESS PRODUCTS
Minnesota
INDIVIDUAL & FAMILY BUSINESS
MINNESOTA

Becky Taylor
Sales Relationship Manager
Today’s Topics

- Medica Today
- 2021 IFB Products
- Member Communications
- Q&A
Support for our Members

- Changed coverage and cost share for COVID-19 testing and treatment to ensure members can access needed care
- Suspended prior authorization requirements for admissions to a post-acute care setting
- Relaxed our prescription refill requirements to allow members earlier access to some medication
- Reminded Medica members of the 90-day supply retail and mail order home delivery benefit options
- Extended premium payment deadlines to allow Individual and Family Plan members more time to make their payment and ensure they could continue to access the health care and medications they need

Support for our Communities

- Donated facemasks to community partners and long-term care facilities to help ensure the safety of their employees
- Delivered emergency financial grants totaling $1.2 million to organizations that focus on child and family support, clinics and shelters, mental health and general disaster relief
- Donated camera-enabled laptops to help organizations meet the demand for telehealth services
- Donated computers and monitors to the nonprofit organization PCs for People, which refurbishes and provides equipment for those in need
- Transitioned Medica employees to work-from-home to help keep our teams and their families healthy
Market and Product Timeline

- **2014:** First year of the ACA. Minnesota rolls out MNsure – our state based exchange
- **2016:** Introduce Altru Prime by Medica ACO
- **2017:** Mapped Medica Individual Choice members to Medica Applause
- **2018:** Close Inspiration Health by HealthEast and Medica ACO; change Mayo ACO name to Engage by Medica and expand the product by two counties
- **2019:** Rate decrease for MN members
- **2020:** Introduce Ridgeview Distinct by Medica ACO
- **2021:** Introduce Bold by M Health Fairview and Medica; Reduce Engage by Medica by one county
2021 Key Changes

- Plan Design Changes:
  - Offering Silver Share on and off exchange with all products
- New Product *Bold by M Health Fairview and Medica*
- Travel Program no longer available
- Actively marketing on-exchange and off-exchange
Bold by M Health Fairview and Medica

- ACO network offered in and around in the Twin Cities metro including Minneapolis, St. Paul, Anoka, Eagan & Chaska

- Network includes:
  - M Health Fairview
  - Maple Grove Hospital

- Offered along side Medica Applause, Ridgeview Distinct by Medica & North Memorial Acclaim

- Bronze First 3 plan design available with this product
Ridgeview Distinct by Medica

- ACO network offered in 7 counties in and around Minneapolis, Buffalo, Chanhassen, Glencoe, Le Center & Shakopee

- Network includes:
  - Abbott Northwestern (hospital only)
  - Children’s Minnesota
  - Hennepin County Medical Center (hospital only)

- Offered along side Medica Applause, North Memorial Acclaim by Medica & Bold by M Health Fairview and Medica

- Bronze First 3 plan design available with this product
North Memorial Acclaim by Medica

- ACO network offered in and around in the Twin Cities metro including Minneapolis, St. Paul, Anoka, Elk River & Buffalo

- Network includes:
  - Maple Grove Hospital
  - Masonic Children’s Hospital

- Offered along side Medica Applause, Ridgeview Distinct by Medica & Bold by M Health Fairview and Medica

- Bronze First 3 plan design available with this product
Altru Prime by Medica

- ACO network available in and around East Grand Forks, Red Lake Falls, Thief River Falls and Roseau in northwestern Minnesota
- Network includes:
  - Cavalier Memorial Hospital
  - Kittson Memorial Healthcare
  - Heart of America Medical Center
- Offered alongside Medica Applause
Engage by Medica

- ACO network available in and around Rochester, Austin/Albert Lea, New Ulm, Redwood Falls and Winona area in southeastern Minnesota

- Network includes:
  - Winona Health Hospital
  - Northfield Hospital & Clinics
  - Winneshiek Medical Center

- Offered alongside Medica Applause in MN

- Removing Redwood county from the service area
Medica Applause

- Broad open access network offered in all cities and towns in Minnesota from Warroad to Winona, Virginia to Luverne and everywhere in between

- Network includes:

  - Offered along side MN’s 4 ACO products: Altru Prime by Medica, North Memorial Acclaim by Medica, Engage by Medica, Ridgeview Distinct by Medica & Bold by M Health Fairview and Medica
## Portfolio of Plan Designs for Minnesota

**Medica**
- Applause
- Altru Prime by Medica
- Engage by Medica

**North Memorial Acclaim by Medica**
- Bold by M Health Fairview and Medica

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**Ridgeview Distinct by Medica**

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VALUE ADDS

2021 INDIVIDUAL AND FAMILY BUSINESS PRODUCTS
HEALTHY LIVING with MEDICA

- Health and wellness vendor; ActiveHealth
  - Online programs to motivate and support members in making healthy changes
  - Guided programs feature tools like workout videos and healthy recipes
  - Participate on your desktop or through the ActiveHealth® mobile app
  - Members earn hearts that can be entered into reward drawings via the mobile app
  - Both on-line and mobile app will be customize with HEALTHY LIVING with Medica
INDIVIDUAL AND FAMILY BUSINESS

MEDSURETY
Maximize Your Health Savings

- IFB’s Preferred HSA vendor
- Rolled out January 2019
- 24/7 online portal with real-time access
- Experienced HSA specialists available to take member calls
- MEDSURETY benefit debit card for easy payment
- Easy to manage electronic deposit schedule: recurring, periodic or one time
- Online self-help tools including calculators, videos and frequently asked questions
- Link to MEDSURETY from Medica.com
INDIVIDUAL AND FAMILY BUSINESS

ovihealth™

- Provides support through the Ovia Health apps:
  - Pregnancy
  - Fertility
  - Parenting
- Daily messages, resources, and tools, for your journey
Health Advocate™
**24/7 NurseLine**
Highly-trained nurses answer questions about symptoms, medications, health conditions and offer self-care tips for non-urgent medical issues.

Health Advocate™
**Personal Advocacy Support**
Personal Health Advocates help in a variety of ways from finding the right doctor to resolving claims questions to answering questions about coverage, find network providers, schedule appointments, and more.
MEMBER COMMUNICATION

2021 INDIVIDUAL AND FAMILY BUSINESS PRODUCTS
Renewal Letter | Cover Letter + Official Notice

MAILING TIMELINE
- Oct. 15 – Oct. 22

2021 ENHANCEMENTS
- Benefit Compare Grid (2020 vs. 2021)
- Network Details
- Premium Compare Grid (2020 vs. 2021)
- Dynamic Microsite
Renewal Microsites & PPP Enhancement

**2021 MICROSITE ENHANCEMENTS**
- Channel driven content
  - Off-Marketplace Enrollees
  - MNsure Enrollees
  - HealthCare.gov Enrollees
- Communications include custom url/link to direct member to appropriate site.

**2021 PPP ENHANCEMENTS**
- Member-facing experience allows off-Marketplace members to shop & compare plans.
- Provides link to *Change Form* to request any changes.
Member Touchpoints & Timing:

**Welcome Kit**
Mailed to new members 7-10 days after they make their first month premium payment. Review of plan benefits, in-network savings/utilization, contact info & required notices.

**Medica Monthly e-Newsletters**
Kicks off in Jan. and continues monthly. Monthly communications to encourage members to register on the member site and drive member engagement.

**First 100 Days – New Member Touchpoints Series**
 Begins 7 days after their coverage start date. Email campaign to help members take advantage of their plan benefits.

**Monthly Invoice Buck Slip Program**
Transition to Optum Behavioral Health Network requires additional information on all ID cards

New ID cards being triggered for all members – in home before 1/1/21