



Improving Health Through Community Collaboration

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Louisiana Blue

Louisiana's Historically Poor Health Status



- 49th in America's Health Rankings (2024)
- F in March of Dimes 2024 report card for maternal health, birth outcomes
- Why is our state always ranked low?
 - High rates of chronic conditions
 - High rates of poverty
 - Barriers to getting healthcare

Healthcare Doesn't Define Healthiness

- Up to 90% of healthiness is determined by non-medical factors
- Improving these “social determinants of health” can improve overall health
 - Healthcare access and quality
 - Education
 - Social support systems
 - Economic stability
 - Community environment

Social Determinants of Health



How Can Louisiana Blue Help?

- Mission: To improve the health and lives of Louisianians
- 90-year legacy giving Louisianians access to care
- State's largest commercial health insurer
- 1.9 million lives covered
- Wealth of claims, member data
- Committed to our home, Louisiana



Helping Louisianians Stay Covered



- State began removing people who no longer qualify from Medicaid last year; extended into 2025
- Most can get financial aid to buy HealthCare.gov plans
- Robust outreach strategy to connect Louisianians with affordable plans so they avoid gaps in care

How Louisianians Can Get Covered

- Call **1-844-GET BLUE** (TTY 711) and connect for free with a licensed, experienced agent
- Use “Find an Agent Near You” search tool at LDI.LA.Gov
 - No cost and no obligation to buy!
- **StraightTalkLA.com** for ongoing updates on Medicaid winddown, opportunities in HealthCare.gov market
- You DO NOT want to have a gap in coverage and risk having to pay for healthcare out of pocket



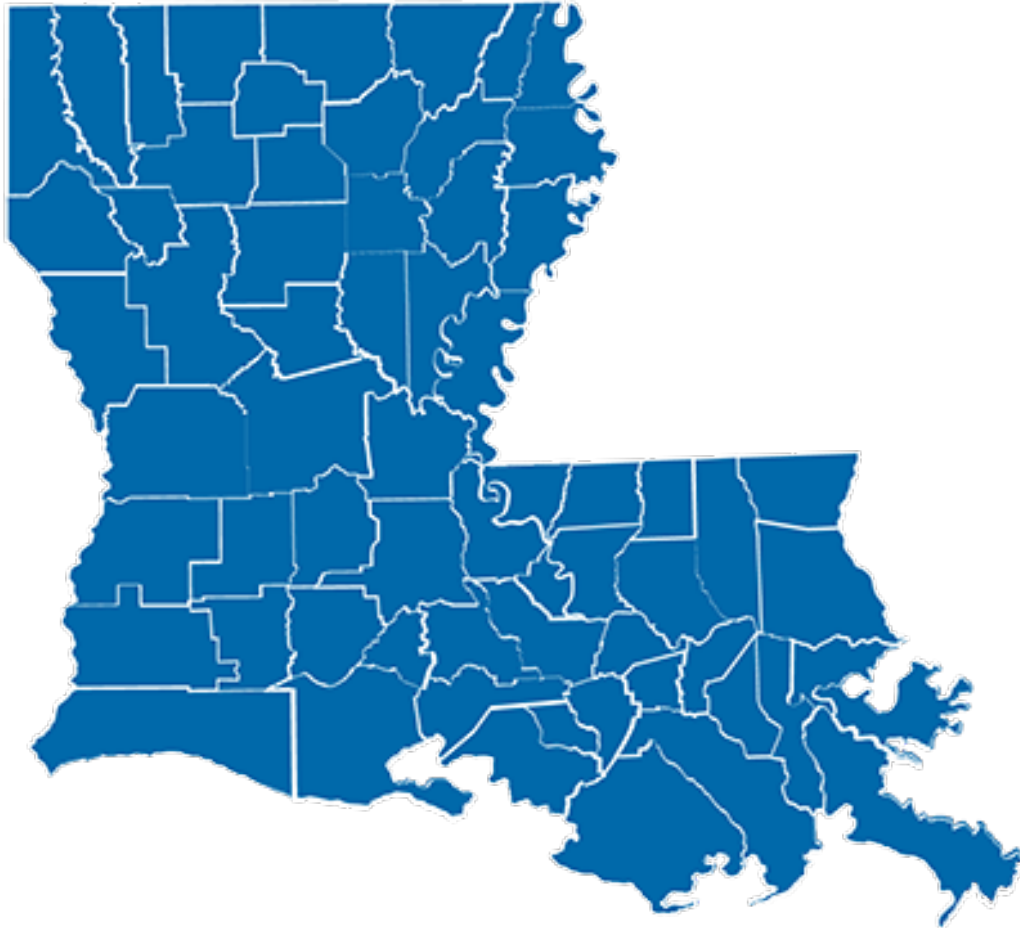
**Improving Outcomes Through
Technology, Provider
Partnerships**

Shared Platform for Clinical Processes



- Care Management, provider-facing processes moved to Epic platform in 2024
- 70% of our members already seeing an Epic provider
- Currently connected at more than 500 provider locations, including four major health systems
- Now exchanging clinical data on more than half of our members
- More expansion in 2025

Provider Partnership Opportunities



- With Epic, Blue Cross can securely give providers **up to 3x more information** about the patients they're treating
- Connects the whole health team (Louisiana Blue clinicians, providers) for more effective coordination
- Sending Epic providers over 175K clinical summaries per month, helping them recognize and address care gaps



Taking Action to Address Social Determinants of Health

Increase Engagement with Health Coaches

- 300+ clinicians at Blue Cross – physicians, nurses, pharmacists, counselors, dietitians
- FREE health coaching and support for high-risk pregnancy, long-term conditions and serious illnesses or injuries



Addressing Key Risk Factors

- Launched strategy in 2023 to:
 - Improve factors that lead to poor birth and maternal health outcomes
 - Boost medication adherence rates for patients with diabetes, high blood pressure



Screening Saves Lives

- Louisiana Blue does regular outreach to encourage cancer screening
 - Colorectal cancer screening now starts at 45!
- Our call to action is for members to talk with their healthcare providers about when to begin screening



Annual Wellness Visits, Vaccines



- We encourage all members to have at least one checkup a year
- Young children, people with long-term conditions may need more frequent visits
- Covered \$0 or very low cost on most health plans
- Good opportunity to make sure they are up to date on immunizations

Committed to Our Community

One of only two Louisiana companies recognized among Civic 50

Louisiana Blue employees volunteer thousands of hours with hundreds of nonprofits statewide each year



Louisiana Blue Foundation Grant Opportunities

- **Innovation Grant Program** – made to innovative, new projects to improve the health and well-being of Louisianians (grants up to \$25,000 for one year)
- **Impact Grant Program** – intended to help nonprofit partners expand their impact to further improve the health and well-being of Louisianians or to address the immediate community needs after a disaster or crisis (grants up to \$100,000 for one year)
- **Community Health Improvement Grant Program** – made to community coalitions working together to address major public health concerns (grants range from \$250,000 to \$1 million for projects over three years)

Know someone
doing good in
the community?

Nominate them
for the Angel
Award!

Nominations
due March 6



Learn More:

Website: LaBlue.com

Short Health Videos: My Louisiana Blue YouTube channel – subscribe to know when new videos are added

Talk with us on **social media @MyLouisianaBlue** – we post regularly on Facebook, LinkedIn, Instagram and TikTok

Straight Talk: Visit StraightTalkLa.com to see blogs from Healthcare Economist Mike Bertaut and others on healthcare trends, costs and policies

MLK Health Center & Pharmacy

A local healthcare resource for uninsured adults struggling with chronic disease



About MLK Health Center

- Patient population falls in the healthcare gap - they are struggling to make ends meet, so they forego healthcare
- This is dangerous because their chronic diseases need to be managed by a medical provider
- MLK Health Center & Pharmacy has provided healthcare to uninsured adults in Shreveport-Bossier community for nearly 40 years
- MLK healthcare model working – diabetic patients have better control of A1C, hypertensive patients have better control of blood pressure
- Patients are becoming healthier because of the healthcare they receive at MLK Health Center!

Questions?

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