



Health Net Member Communications

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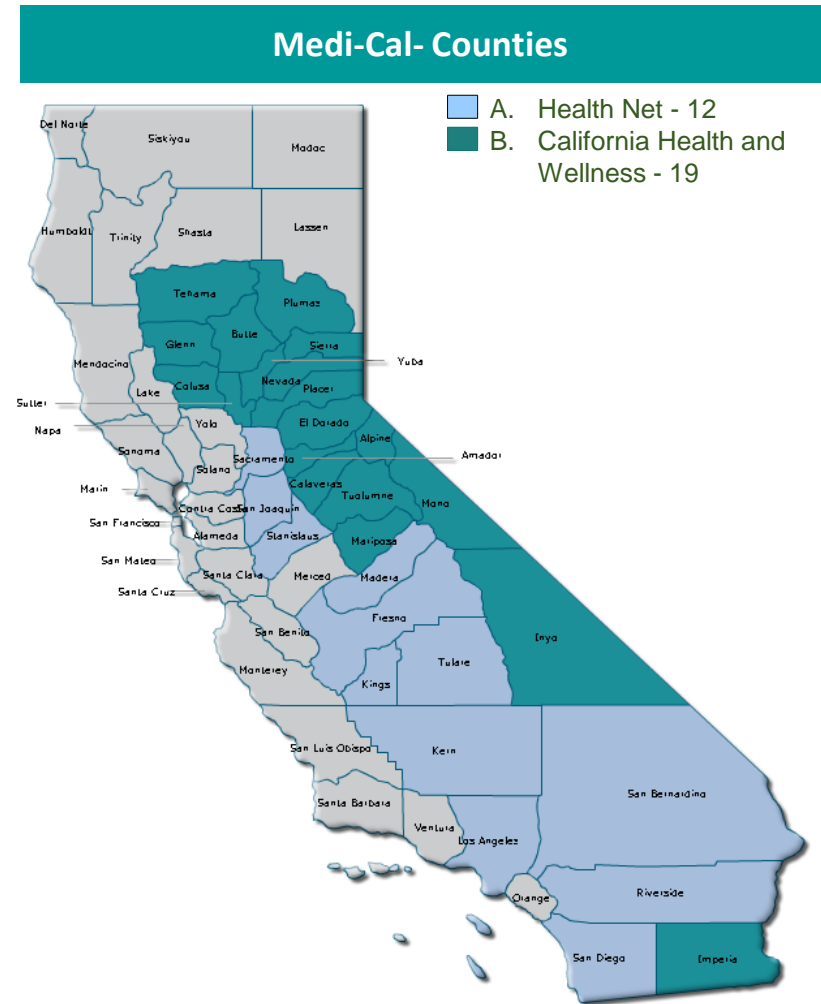


Presentation Outline

- Health Net Overview
- Membership Overview
- Member Communication Preferences
- Types of Member Materials
- Types of Member Communications
- Language Assistance Program
- Review & Approval of Written Member Communications

Health Net Overview

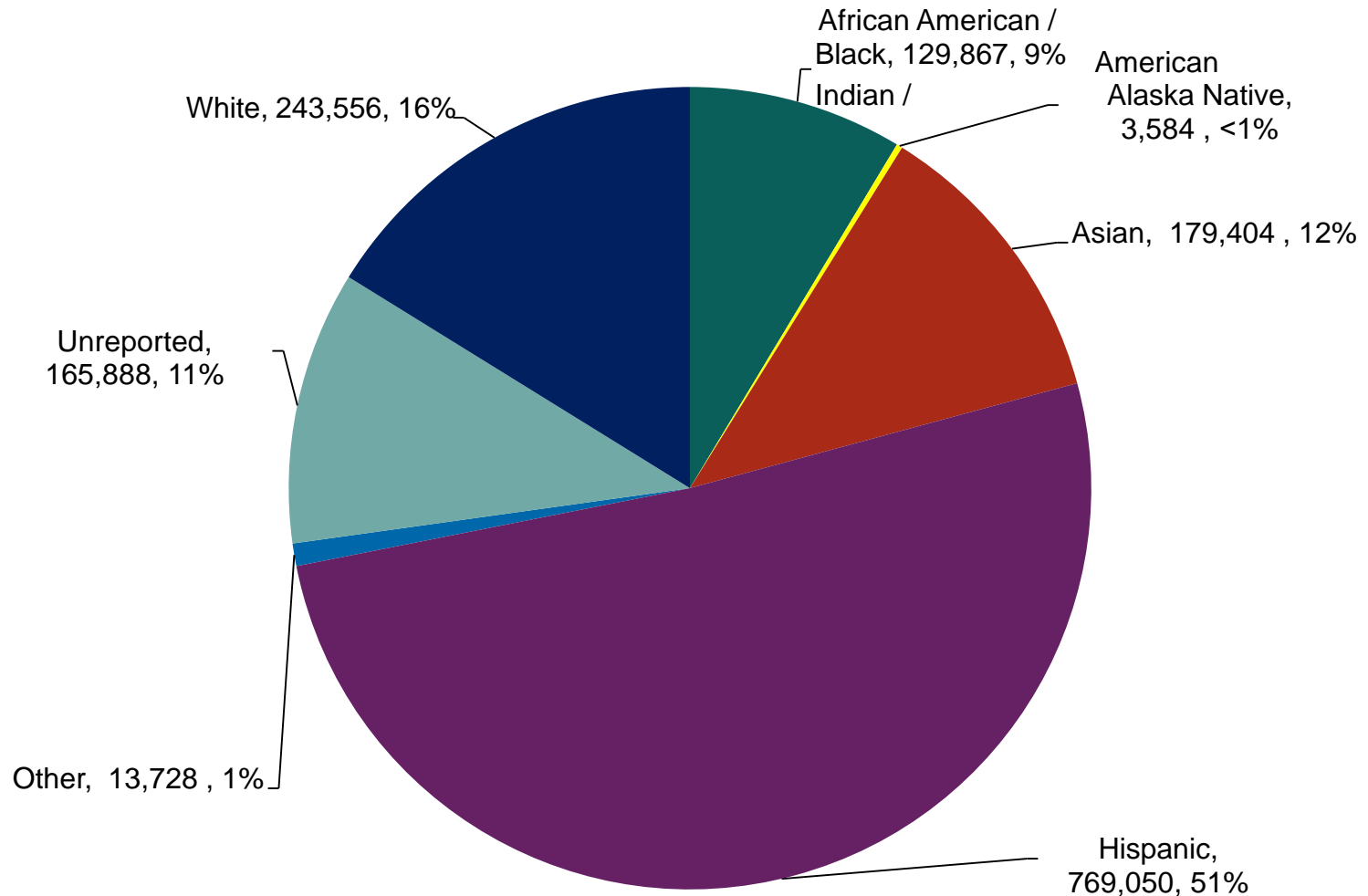
➤ Health Net and California Health & Wellness are subsidiaries of Centene Corporation.



Health Net Medi-Cal Member Race/Ethnicity

n = 1,505,077

June 2017

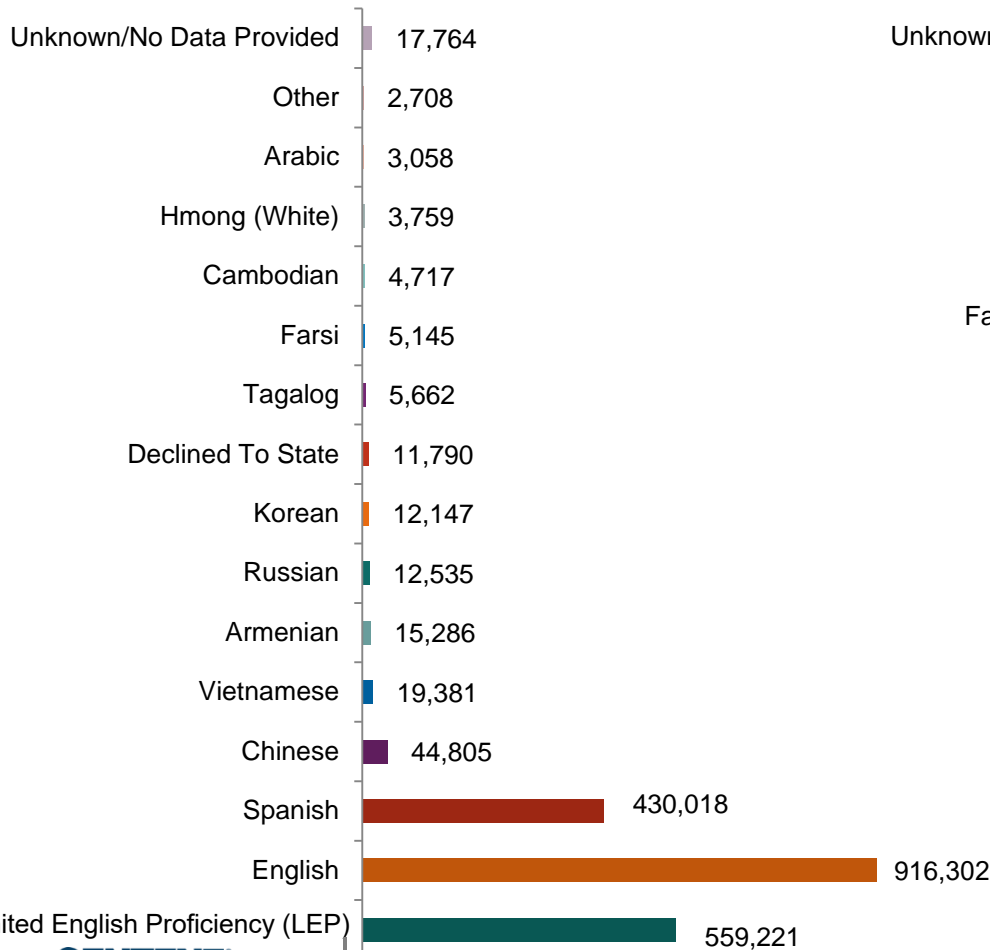


Health Net Medi-Cal Member Language Preferences

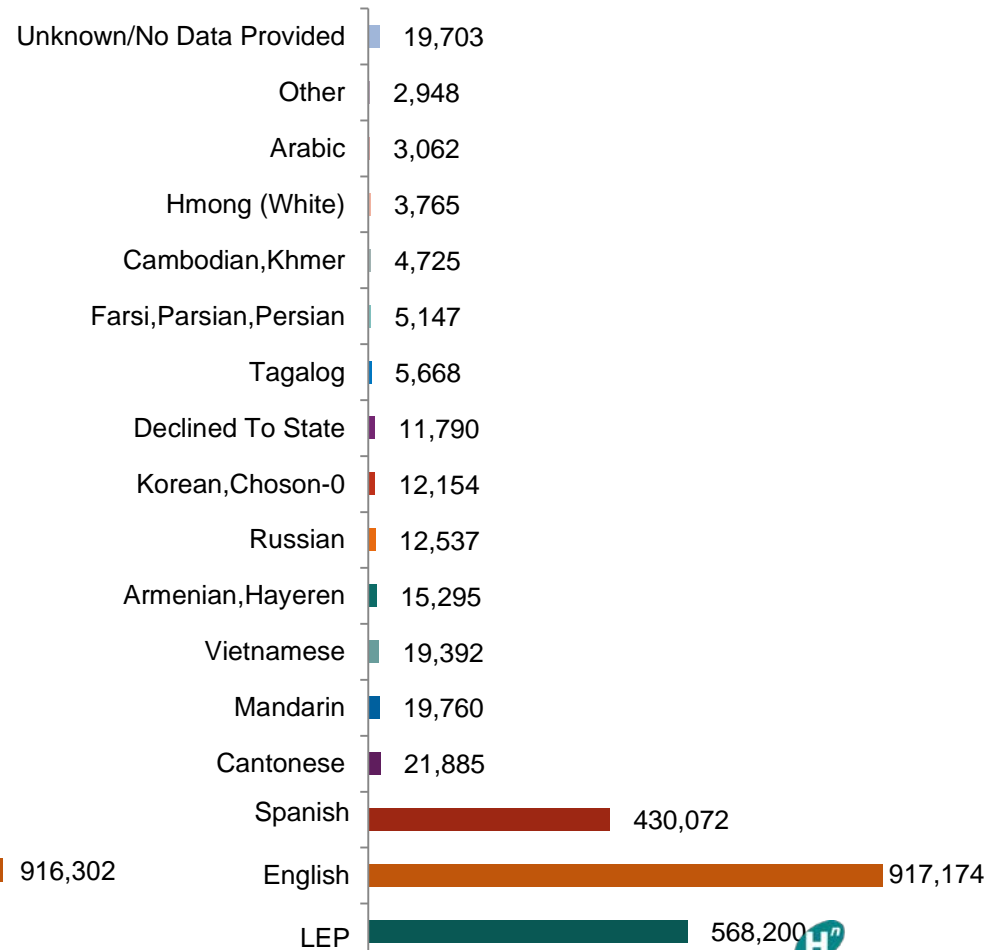
n = 1,505,077

June 2017

Written Language



Spoken Language



Confidential information – to be used only for integration planning purposes. Not for further distribution.

Member Communication Preferences

- **Group Needs Assessment**
 - LA County most preferred methods: 1st Mail, 2nd Phone, 3rd Website
- **Member Survey for Text Messaging and Email**
- **Community Advisory Committee**
- **Focus Groups**



Member Informing Materials

- Provide **essential** information to members regarding access to and usage of plan benefits and services.

Health *Education*

Free programs and services for Health Net Medi-Cal and Dental members.

Health Education Programs and Services

- **Fit Families for Life–Be in Charge!SM and Healthy Habits for Healthy People Programs** – Learn how to eat healthy and be active. Join to receive a free workbook, DVD, stretch band, and cookbook.
- **Pregnancy Matters[®]** – Get tips on having a healthy pregnancy, newborn care and more. Call Health Net as soon as you know you are pregnant.
- **Breastfeeding and Nutrition Support Line** – Talk to a nurse about breastfeeding and nutrition over the phone.
- **Kids and Teens Challenge** – Children and teens, 20 years and under, can join a weekly drawing to win a \$50 gift card after getting immunizations (shots), a well-care visit or dental checkup.

- **Health Education Classes** – Attend classes on various health topics to help you stay healthy.
- **T2X** – Teens and adults can join fun health activities at www.t2x.me.

Health Education Resources

- **Health Education Materials** – Health topics include diabetes, asthma, weight control, immunizations (shots), health screenings, and more. Materials are available in different languages and alternative formats.
- **Health Net News** – A quarterly newsletter with health information mailed to Medi-Cal members.

Cultural and Linguistic Services

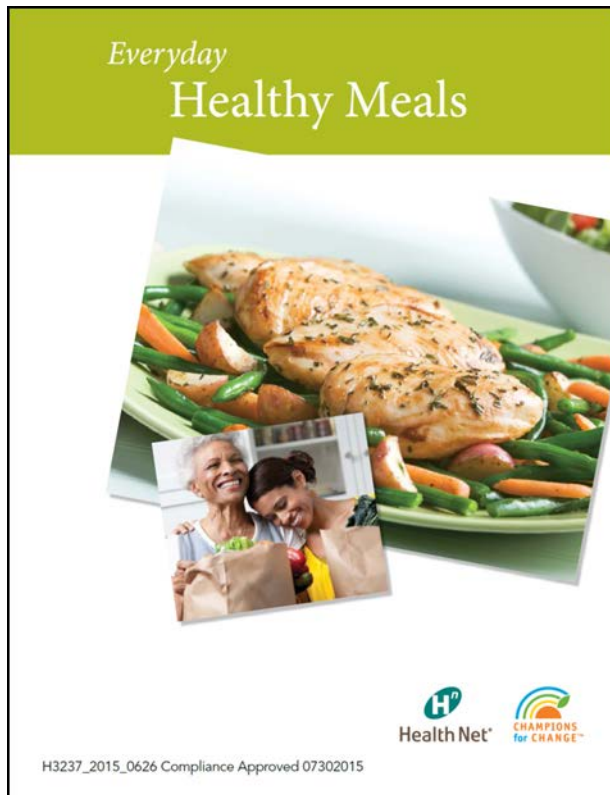
- **Interpreter Services** – Call 1-800-675-6110 to get interpreter services at no cost.



To learn more, call Health Net's Health Education Information Line at 1-800-804-6074 (TTY: 711) or log in to www.healthnet.com/shp.

Health Education Materials

- Materials designed to help members achieve better health outcomes, manage health conditions or learn healthy behaviors.



What is asthma?

Asthma is a condition in the lungs and breathing tubes that makes it very hard to breathe. Anyone can get asthma at any age. There is no cure for asthma, but you can take steps to control it.

What are some symptoms of asthma?

You may have asthma if you have one or more of these symptoms:

- Coughing
- Wheezing
- Tightness in the chest
- Shortness of breath



Josefina Bravo,
Health Net
*We help members
build healthy habits.*

Types of Member Communication

➤ **Print**

- Member Informing: available in member preferred threshold languages
- Health Education: all available in English and Spanish, required topics in all threshold languages. Other available upon member request

➤ **Website**

➤ **Live Calls**

➤ **Interactive Voice Recognition (IVRs)**

➤ **Text Messaging**

➤ **In Person**



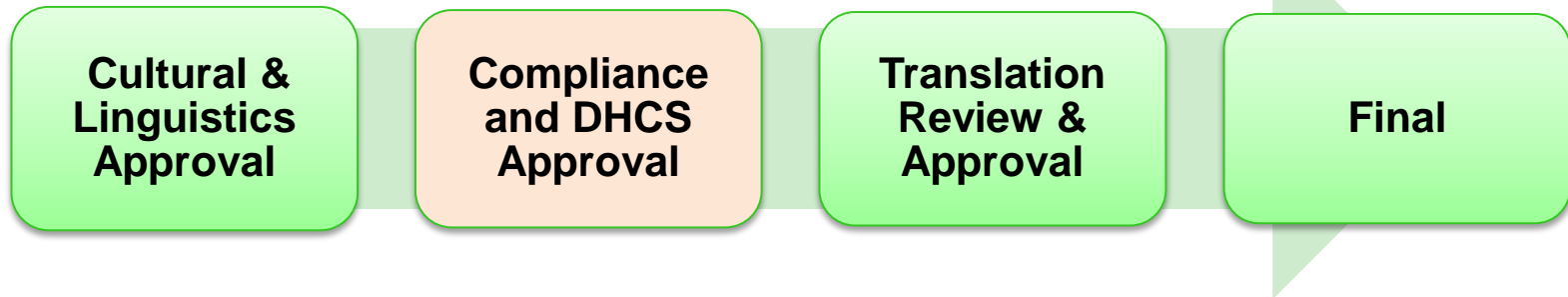
Language Assistance Program

- **Telephone and In Person Interpreter**
- **Alternative Formats (large print, Braille, accessible electronic formats)**
- **Notice of Language Assistance**
 - 17 languages

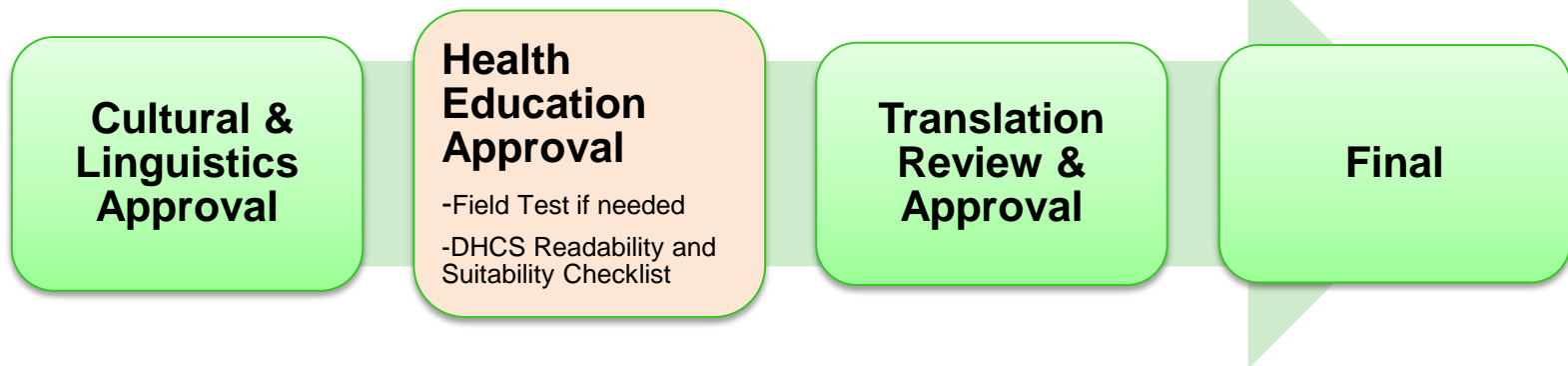


Written Member Communication Review and Approval Process

Member Informing Materials



Health Education Materials



Cultural & Linguistics Review

➤ **Review:**

- 6th grade or lower reading level
- Cultural appropriateness (content and visuals)
- Layout for reading ease
- Use of plain language

Compliance & DHCS Approval

- **Member Informing Materials**
 - Compliant with regulations

- **Health Education Materials: No DHCS approval needed**
 - Use DHCS Readability and Suitability Checklist
 - Review content for accuracy and comprehension
 - Appropriate visuals for health topic
 - Font style and size
 - Layout
 - Plain language
 - Conduct field testing

Translation Review and Approval

➤ Translation

- Use a certified translation vendor

➤ Translation Review

- Use qualified bilingual staff

➤ Only translate after the English material has been approved

