



Healthy Blue

HEALTHY BLUE

Missouri Market Profile

Who are we?



- Created in 1997 as a limited liability company, owned by the Curators of the University of Missouri
- Contracted with The Department of Social Services, MO HealthNet Division to provide mandatory managed care services to MO HealthNet participants in mid-Missouri
- Began operations March 1998 with 8,200 members
- Formerly owned by Schaller Anderson, Aetna, and WellCare
- Now owned and operated by Anthem Inc.
- Approximately 294,350 members as of (2/2021)
- We serve all 114 counties and St. Louis City throughout the State which is broken into 4 regions East, West, Central and Southwest.
- Current contract was awarded in 2017 and we achieved the highest overall scoring among bidders.
- Currently on year 4 of a 5yr contract
- Ancillary Vendors: DentaQuest, March Vision, and MTM.
- Missouri Market consist of: Medicaid, Medicare, and Commercial LOB's

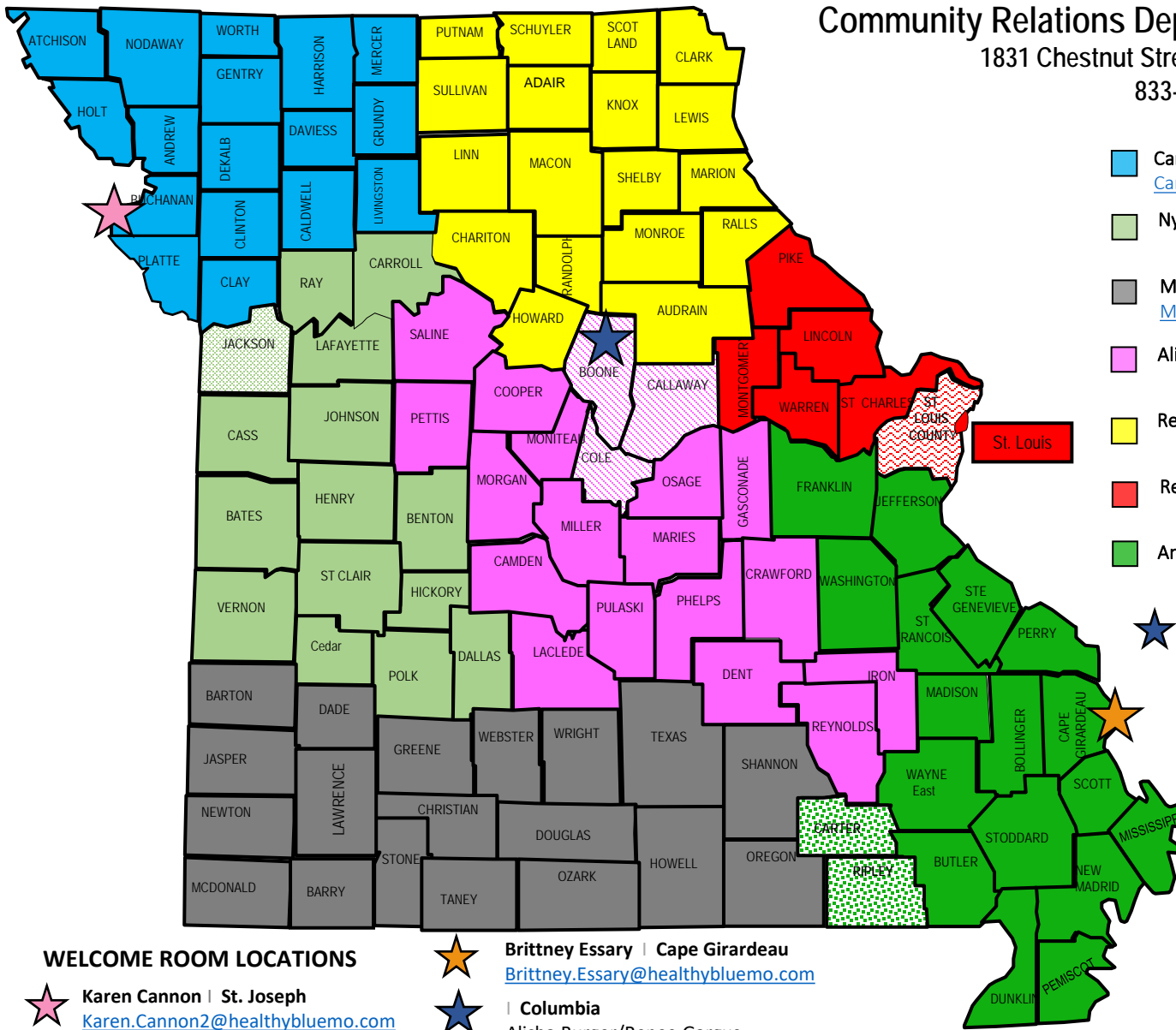


Community Relations Team



Community Relations Department Contact Information

1831 Chestnut Street, St. Louis, MO 63103
833-388-1407



- Carissa Redmond | Carissa.Redmond@healthybluemo.com
- Nyala Bulock | Nyala.Bulock@healthybluemoe.com
- Melanie Ball | Melanie.Ball@healthybluemo.com
- Alisha Burger | Alisha.Burger@healthybluemo.com
- Renee Gargus | Renee.Gargus@healthybluemo.com
- Regina Sullivan | Regina.Sullivan@healthybluemo.com
- Anisha Coleman | Anisha.Coleman@healthybluemo.com

- ★ Shared Counties (Burger & Gargus)
- Shared Counties (Coleman & Ball)
- Shared Counties (Coleman & Sullivan)
- Shared Counties (Bulock & Redmond)

WELCOME ROOM LOCATIONS

- ★ Karen Cannon | St. Joseph
Karen.Cannon2@healthybluemo.com
- ★ Brittney Essary | Cape Girardeau
Brittney.Essary@healthybluemo.com
- ★ | Columbia
Alisha Burger/Renee Gargus

SR MANAGER, MARKETING & COMMUNITY RELATIONS
Ed Williams
Edward.Williams@healthybluemo.com

Community Partner Newsletter



Winter newsletter

Missouri Care is now Healthy Blue

On January 1, 2021, Missouri Care will be rebranded as Healthy Blue. All Missouri Care members received a letter notifying them of this change on October 1, 2020, and new member ID cards with their same PCP listed on the cards in December 2020. To learn more, visit our new website at myhealthybluemo.com or our new social media accounts!

OACAC Stone County Neighborhood Center received \$25,000 from Missouri Care to support individuals and families with housing, food, and healthcare

The Ozarks Area Community Action Corporation (OACAC) Stone County Neighborhood Center received \$25,000 from Missouri Care, an Anthem Inc. company, to support and assist local residents of Stone County with housing and food access as well as healthcare and support services. The grant will provide individuals and families with tools and resources to pay for rent, utilities, affordable childcare, healthy food options, and education.

Debbie Dance Uhrig, Stone County Neighborhood Center Supervisor and Brandi Andrews, Family Resource Specialist, accepted the donation from Missouri Care. "This grant from Missouri Care will afford us the opportunity to enhance our existing services and provide the resources and assistance for our community members into 2021," said Uhrig.

New Healthy Blue phone numbers

Important contact information: effective January 1, 2021

Member Services:
833-388-1407

Provider Services:
833-405-9086

Filing a grievance:
833-388-1407

Care Management number:
877-347-9367

CMPCN prior authorizations:
877-347-9367 TTY: 711

877-347-9367 TTY: 711

24-Hour Nurse Help Line:
833-388-1407

24/7 Behavioral Health Crisis:
833-405-9088

Rides to covered services:
888-567-1193

Dental services:
888-696-9533

Vision services:
844-616-2724

Pharmacy services:
800-392-2161

Care Management:
833-388-1407

To report suspected fraud,
call 855-670-2642.

Missouri Care sponsors a movie night at McClelland park

Missouri Care is always willing to help provide safe, free, and fun activities for our members. In October, Missouri Care partnered with Joplin Parks and Recreation to provide a movie night at McClelland Park. They showed the new Addams Family movie on a large projector screen for any family to come and enjoy. There were small buffets available for families that wanted to bring their own s'mores or hot dogs. Missouri Care set up a tent to hand out information and featured a short cartoon commercial before the film.

Missouri Care attends Nixa Halloween Trick or Treat

Missouri Care provided treats at Nixa Park and Recreation's Annual Halloween Spooktacular. Over 400 participants attended the outdoor event. Community Organizations handed out goodies to families. Masks and gloves were mandatory, all candy was prepackaged, and social distancing was required. After the candy line, families were encouraged to stay and watch Hocus Pocus in the park. The movie was set up with a projector so families could spread out in the attached tent. Missouri Care handed out stress balls that looked like baseballs for kids to enjoy.

3rd Quarter COACH Meeting held virtually in Southwest

Our 3rd Quarter COACH Committee (Community Outreach Advisory Council on Health) meeting was held via WebEx on Wednesday, September 30. Virtually conducted from our Southwestern Region, this meeting featured a Host Partner Spotlight from Jordan Valley Community Health Center in Springfield. They presented a 20-minute overview of the varied innovative services and programs they offer including:

Missouri Care donates \$15,000 to SEMO Health Network — School Based Center

To join newsletter email list contact Melanie Ball at Melanie.Ball@HealthyBlueMO.com or call 417.368.5034

Dental Highlights



- Dental Home Initiative was implemented in October 2020
- With the migration to Healthy Blue, no dental benefits changed
- No major 2021 benefit or code changes
- Transportation is provided for dental visits (Extra precautionary measures for safety taken during COVID)

Care Management



Empowering members by engaging and educating

Field-based care management that meets people in their homes or wherever most convenient and supplemented with telephonic outreach and education

Emphasizes the individual person

Encourages responsibility and investment on the part of the members to ensure wellness

Facilitates care locally in the community through member choice of trusted network providers

Maximizes the use of community-based services and community involvement through referrals

Provides specialized support for members with complex physical, behavioral, and social needs

To make a referral, call 877-347-9367 and follow prompts for care management

Value Added Benefits



- Free Additional Phone Minutes (Cell Phone Program)
- HiSet Assistance
- Non-medical Transportation
- After School Programs (4H Club, Boy Scouts, Girl Scouts, Boys and Girls Clubs)
- Concierge Welcome Room (St. Joseph, Cape Girardeau, and Columbia)
- Healthy Blue Foster Care Program (Comfort Kit, Household essentials, tutorial services, ULearn Program)
- Baby Showers
- Breast Pump
- Childbirth/Breast Feeding Classes
- Healthy Blue New Mom's Benefit (car seat, diaper program, portable crib, safe sleep kit)

Value Added Benefits Continued



- Home delivered meals
- Maternity Program (support hose and belts)
- Gym Memberships
- WW (formerly Weight Watchers)
- WW Kurbo
- Art Therapy
- Asthma Spacers
- Chronic Illness Management (blood pressure cuffs, digital scales)
- Equine Therapy
- Hypoallergenic Bedding

Healthy Rewards



What is the Healthy Rewards Program?

The program rewards members for taking small steps toward living a healthy life. As far as we know, we are the only plan that has a reward for dental care.

How to redeem Rewards

Visit HealthyBlueMO.com and visit the Healthy Rewards tab. Use reward dollars for retail and merchant gift cards. See a list of merchants on the Redeem page.

How can you assist members?



Make sure you and your staff understand the enrollment process so you will be able to assist members with any questions they may have.

Ask your current MO HealthNet Managed Care Members if they are receiving mail from MO HealthNet and their Managed Care Plan.

Encourage your managed Care Members to actively participate in the Enrollment Process so they can be sure all family members are enrolled with the same Health Plan of choice.

Provide information on the Additional Benefits offered by each Health Plan.

Host a Community Relations Representative to speak with the members in your area.

Partner with us for an event to educate members on Healthy Blue and MO HealthNet.

Sign up for our Newsletter Email List for updates on Healthy Blue.

Follow us on Facebook and Twitter!

Contact Information



Ed Williams, Manager
Community Relations

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573.228.5483

Member Services: 833.388.1407
Dental Services: 888.696.9533
www.healthybluemo.com

