



BOARD OF DIRECTORS

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**Meeting Location:
 County of Fresno
 Board of Supervisors Chambers
 2281 Tulare Street, #301
 Fresno, CA 93721**

AGENDA DATE: February 21, 2020

ITEM NUMBER: Item 14

SUBJECT: Receive Update on PY 2020 Communication Campaign (I)

REQUEST(S): That the Board receive update on Plan Year 2020 communication campaign.

DESCRIPTION:

In 2019, the SJVIA Board approved to launch Anthem’s Future Moms program to members and to implement a communication campaign including Future Moms and Centers of Excellence. A need has arisen to also include communication including diabetes care and Live Health Online (the latter applicable to Anthem members only). Together with Anthem, Kaiser, and VSP, we have developed the following timeline. The campaign begins in February through March and then starts anew in April-July and again in August-November. Details on the communication campaign, including sample emails and flyers, are available in the accompanying consultant’s report. Additionally, we will be sending information to members on the utilization of other medical service options versus unnecessary visits to emergency rooms.

FISCAL IMPACT/FINANCING:

None.

ADMINISTRATIVE SIGN-OFF:

Rhonda Sjostrom
SJVIA Manager

Paul Nerland
SJVIA Assistant Manager