Scott Flinn, MD
Co-Chair, Right Care Initiative University of Best Practices; Regional Medical Director, Blue Shield of California; Former US Navy Undersea Medical Officer with Navy SEALs

Scott Flinn, MD, is a Regional Medical Director at Blue Shield of California where he focuses on improving the value of care delivered to Blue Shield members. Previously, Dr. Flinn was the Chief Medical Officer at Arch Health Partners and served 22 years in the US Navy. Highlights included two tours with the Navy SEALs, Medical Director for primary care at Naval Hospital San Diego, and Force Surgeon for Naval Surface Forces in charge of the health care for all Navy ships worldwide. A graduate of the University of Pittsburgh medical school, Dr. Flinn is a member of the American Academy of Family Practice and the American College of Physician Executives, becoming a Certified Physician Executive in 2013. He is board certified in Family Practice with a CAQ in Sports Medicine. Dr. Flinn is a member of the Right Care Technical Expert Group, and co-founder of the Bay Area Silicon Valley University of Best Practices. He formerly co-chaired the Right Care Initiative's 1st University of Best of Practices in San Diego.
Terry Gilliland, MD, MBA
Executive Vice President, Healthcare Quality and Affordability, Blue Shield of California; Member, California Governor's COVID-19 Testing Task Force; Chair of Testing Sites Work Group

Terry Gilliland, MD, MBA, is the Executive Vice President of Health Care Quality and Affordability at Blue Shield of California. Dr. Gilliland is the senior physician in charge of developing and implementing a healthcare delivery system that is worthy of family and friends and that is simultaneously sustainably affordable. This includes managing provider networks and partnerships; shaping the health plan's healthcare services, including the organization's healthcare model, and future efforts; overseeing clinical quality programs; and directing its Wellvolution program. Dr. Gilliland joined Blue Shield in 2018 as Senior Vice President and Chief Health Officer. He brings more than 30 years of clinical experience in provider and health plan settings. Before joining Blue Shield of California, he was the Senior Vice President and Chief Medical Officer at Sentara Healthcare in Virginia, where he was responsible for enterprise provider and health plan clinical performance, physician alignment, and enterprise analytics. Dr. Gilliland also spent 18 years in leadership roles at Kaiser Permanente in Maryland and Colorado. He earned a bachelor's degree in biology at Stanford, a medical degree from the University of California at Los Angeles, and a Masters in Business Administration from the Stanford Graduate School of Business. He also is a member of the California Governor's COVID-19 Testing Task Force, and chairs the Testing Sites Work Group. Blue Shield of California operates statewide and is a tax-paying, nonprofit health plan that serves the state's commercial, individual, and government markets. The company has more than 54.3 million members and, in 2018, it generated more than $20 million in annual revenue.
COVID-19 Testing, Prevalence and Relevance to Cardiovascular Outcomes

Terry Gilliland, MD
Executive Vice President, Healthcare Quality & Affordability
Agenda

Health plan response

What we learned

Where do we go from here?

Discussion
California Testing Task Force

Public-private partnership to expand equitable COVID-19 testing statewide

**March**
- First task force meeting
  - California averaging 2,000 COVID-19 diagnostic, or PCR, tests per day

**June**
- 50-fold increase
  - Averaging over 98,000 tests per day for the last week of June

**July**
- Infrastructure and tools in place to respond effectively to the pandemic
High-risk member outreach

Special outreach to 153,000 members at risk of experiencing severe COVID-19 outcomes due to ongoing health issues such as obesity, heart disease or heart-related illnesses, asthma, diabetes or chronic obstructive pulmonary disease.

Provided information and resources on extra precautions they needed to take to protect themselves, know what COVID-19 symptoms to look for and whom to contact if they think they may have contracted the virus.

Contacted members who tested positive for COVID-19 to coordinate needs such as transportation, telehealth or food delivery.
Digital triage tool

COVID-19 Screener and Emergency Response Assistant

• Offered to Blue Shield’s in-network providers at no cost as the pandemic escalated
• Customized to each hospital and implemented within 48 hours
• Health systems reported up to a 30 percent decrease in calls to help lines as patients utilized the tool for care guidance or information
What we learned

1
We weren’t ready, pandemics require preparation

2
Our healthcare system is vulnerable in a number of ways

3
Systemic issues continue to permeate our healthcare system
Where do we go from here?
Avoiding a twindemic: Your flu-shot guide during COVID-19

Where to go
Discover all the different places you can get your flu shot this season.
Explore locations near you

COVID-19 and the flu
Learn about the differences and similarities between the two illnesses.
What you should know

Flu shot FAQs
Questions about the flu shot and why you need it? We have answers.
Get the key facts
Some Covid-19 Patients Show Signs of Heart Damage Months Later

Recent research suggests some people who recovered might have lingering heart inflammation and injury, even if their cases weren’t severe.

- Antibody testing as a diagnostic tool
- Long-term effects on public health
- Managing impact on the cost of health care
We can’t continue with business as usual
Get ready

• Make health data more widely available and interconnected
• Intelligent warehousing and distribution of supplies
• Improved central “command” and monitoring for healthcare systems
Early feedback is validating our solutions

1,000+
Number of patients who have been screened for social determinants of health through the Community Health Advocate program

861%
Increase in demand for and use of virtual visits from February to April 2020 at a Health Reimagined provider practice

92%
Patients who completed and would recommend the shared decision-making birth planning module

94%
Members responding positively to their experience with real-time claims

“We’re very excited about eConsults – it’s easy adoption, the process is transparent, doesn’t interrupt workflow and the quality of specialist information we get back is high.”

– Richard Thorpe, M.D., President, Paradise Medical Group
Primary Care and Specialty Care Reimagined

Primary Care Reimagined and Specialty Care Reimagined is being implemented at 700+ select primary care practices and 30+ specialty care practices this year. It includes participation in the following four programs:

1. Value-Based Payment Contract
2. Practice Transformation Services
   - Shared Decision-Making
   - Real-Time Claims
3. Practice-Level Consulting Services
Renewed focus on

**Telehealth**
- Expanding telehealth enables access in times of crisis (wildfire, pandemic, etc.)
- Telehealth becomes more widely accepted and utilized even after a crisis

**Behavioral Health**
- Rapidly expanded out telebehavioral health capabilities to support members during the pandemic
- Wellvolution digital programs helped members achieve health goals - 83,000 pounds lost, blood sugar lowered, chronic conditions reversed
Make health equity our cause

Specific focus on systematically addressing determinants of health