Healthy Blue

Transformative Tools: Navigating Asthma Benefits and Resources

School Nurse Asthma Care Support Sessions (SNAC-S)

February 12, 2025

Objectives

Today's learning objectives:

1. Participants will identify asthma disparities facing their areas.
2. Participants will identify different Value-Added Benefits and resources associated with behavioral health.
3. Participants will be able to describe the purpose and benefits of Care Management.

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Combating Disparities in Asthma

Partnerships with Community-Based Organizations
Host asthma awareness events to educate and support the community.

Work with Provider Groups
Identify members frequently using the ER for asthma and connect them to follow-up care for better asthma management.

Collaboration with Pharmacists and Physicians
Identify needed medications through early refill reporting to ensure members have the medications they need.

Community Resource Link www.healthybluemo.com
Online list of available community resources by zip code, including member value added benefits.

Social Resource Team/Call Center 1-833-439-1058
Dedicated call center to address member social needs.

Ground Game Health
Special program that gives extra help to our members who have a lot of needs in their community.

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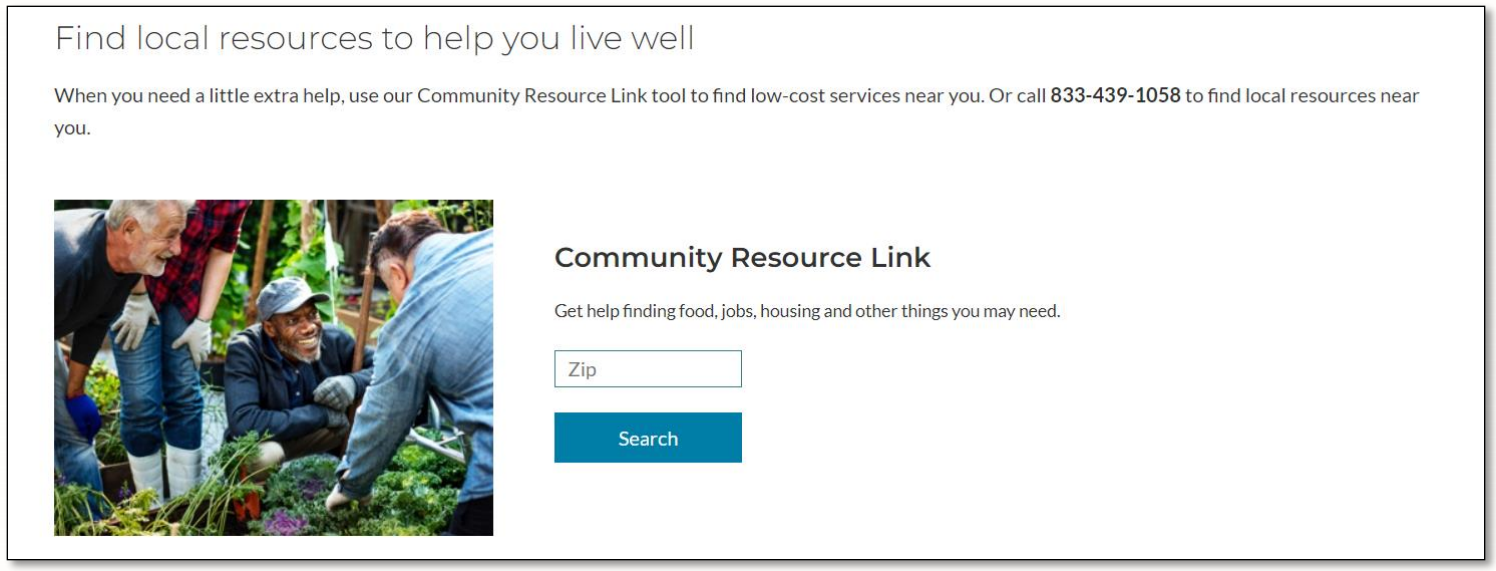
Community Resource Link

1). Visit healthybluemo.com/mohelp (or scan QR code)



2). Enter your zip code to receive information about no-cost community resources available in your area (membership with Healthy Blue is not required).

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Fliers & Literature

Talk to your Community Relations Representative about fliers and literature.

- Topics include:
  - Value Added Benefits
  - 24-Hour Nurse Helpline
  - Adult Expansion Group
  - Immunizations
  - Community Resource Link
  - Health Tips
  - & More!

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Care Management

- Care Management is available to all members
  - Outreach can be conducted over the phone or face-to-face
- Offers specialized support for members with complex physical, behavioral, obstetrics and social needs by connecting the member to resources, providing education and helping navigate benefits.

Contacting Healthy Blue:
Member Services: 833-388-1407
BH Crisis Line: 833-405-9088
Dedicated School RN Email:
sm_schoolnrslnk@healthybluemo.com
Dedicated Referral Email:
SM_MODCMREF@HealthyBlueMo.com

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Asthma & COPD

- Eligible members can select one item of asthma and COPD relief products from a custom catalog, such as:
  - inhaler vaporizer kits
  - travel nebulizer compressor systems
  - hypoallergenic bedding
  - pillow covers and mattress covers
  - HEPA air filters
  - asthma monitoring devices
  - asthma spacers

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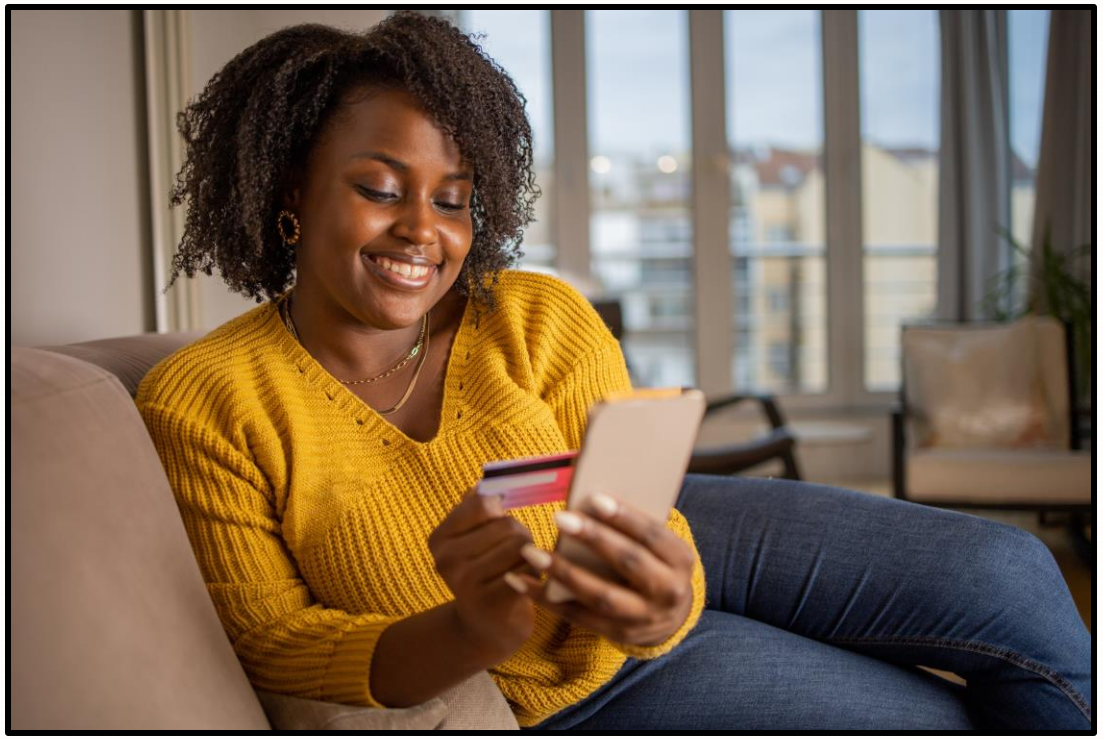
Healthy Rewards

Healthy Rewards Program **incentivizes members** to stay healthy by rewarding their healthy choices. This initiative encourages members to undertake health-promoting activities and screenings, fostering their overall well-being.

To start earning Healthy Rewards, members should:

- Sign up for Healthy Rewards by visiting the Benefit Hub at healthybluemo.com, or by calling us toll-free at 888-990-8681 (TTY 711). Our lines are open Monday through Friday, between 8 a.m. and 7 p.m. Central time.
- Complete the eligible appointments and screenings to earn rewards.
- Select a gift card and enjoy!



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Value-Added Benefits

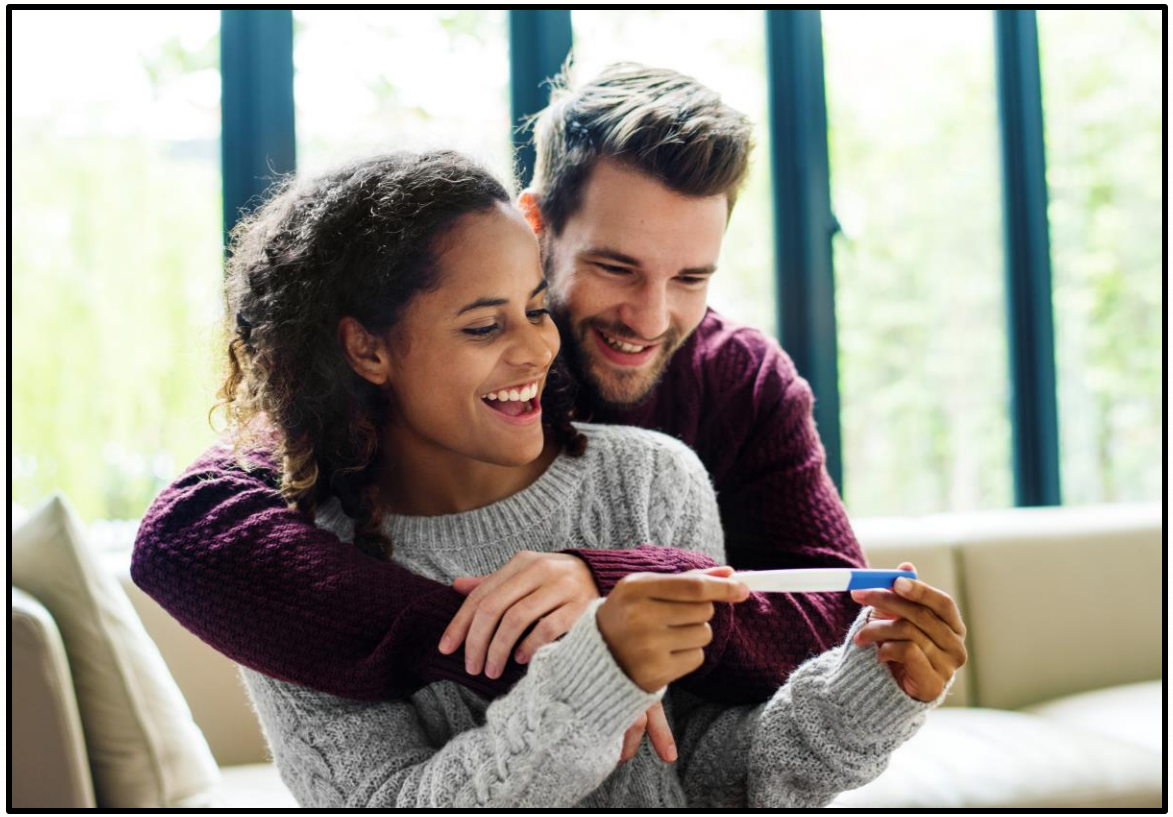
Healthy Blue's Value-Added Benefits are designed to support members in diverse areas, including:

1. Maternal & Infant Care
2. Chronic Conditions
3. Emotional Well-Being & Everyday Life

Maternal & Infant Care

Maternal & Infant Care VABs

- Mom and Baby Essentials Eligible members receive a **gift card** to purchase items that support a healthy pregnancy and a healthy environment for baby, such as:
  - baby monitor
  - baby proof items
  - convertible car seat
  - diapers
  - highchair
  - breast feeding accessories/pillows
  - microwave steam bags
  - portable crib
- Home-delivered meals post-delivery



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Chronic Conditions

Asthma & COPD

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  - HEPA air filters
  - asthma monitoring devices
  - asthma spacers

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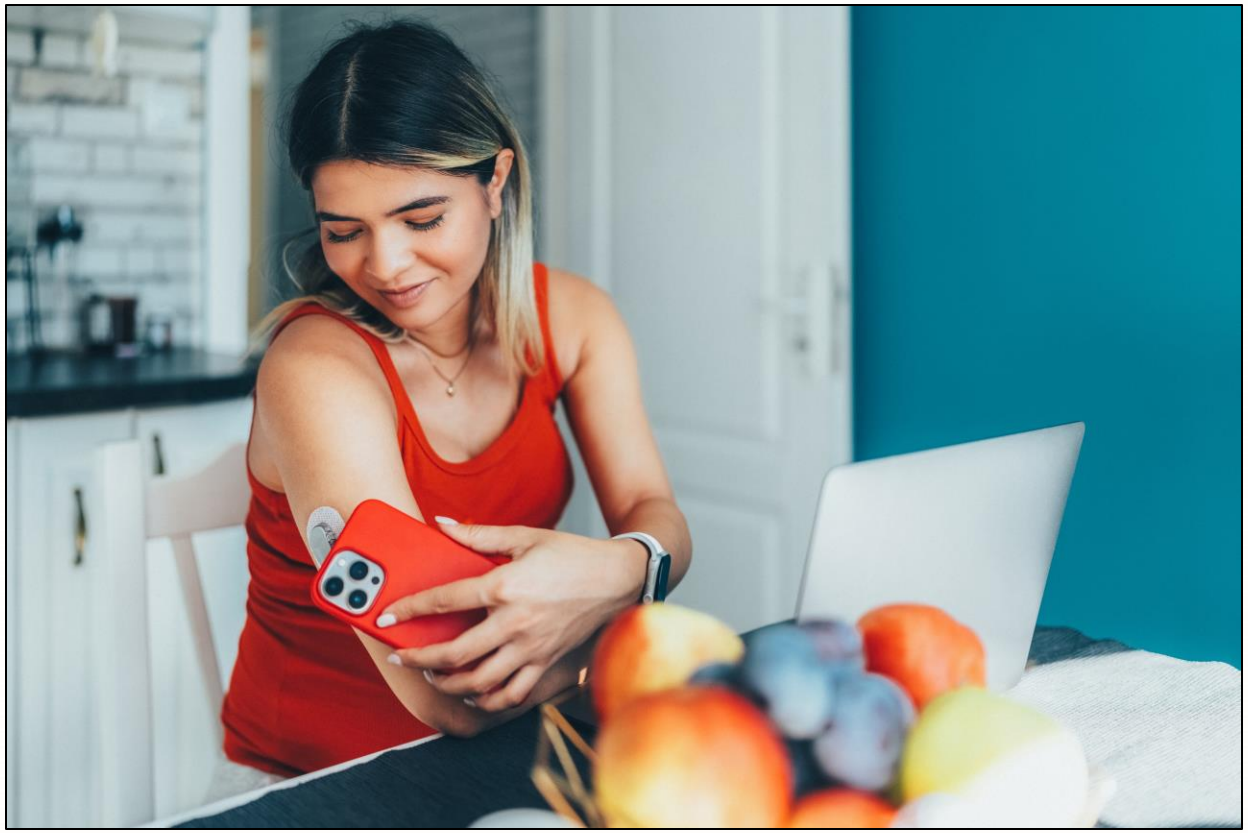
Diabetes

Fresh Food Connect

Eligible members can select one of the following:

- Healthy Grocery Card
- Three farm-fresh diabetic produce boxes
- Annual Sam’s Club or Costco Membership



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Obesity

Exercise Essentials

Eligible members can select one of the following options:

- at-home exercise kit
- 3-month gym membership

WW *(Weight Watchers)*

Eligible members receive a WW voucher to help cover initiation fees and 13 weeks of membership.

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Emotional Well-Being & Everyday Life

Emotional Well-Being & Everyday Life

Choose Healthy

- Offers over 1,000 resource materials including videos, articles, and self-care tools covering topics such as fitness, exercise, and overall health.

Learn to Live

- Eligible members receive unlimited access to an online community designed to help members cope with emotional health issues such as depression, anxiety, stress, chronic pain, insomnia, and managing drugs or alcohol.

Equine Therapy

- Eligible members receive 10 Equine Therapy sessions to benefit physical and nervous systems, improving communication, social skills, motor skills, reducing anxiety and irritability, enhancing sensory integration, and boosting self-esteem.

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Emotional Well-Being & Everyday Life *(cont.)*

Art Therapy

- Eligible members receive 10 art therapy sessions to help tap into self-expression to help alleviate stress, anxiety and depression, to promote relaxation and healing, and used as a form of communication and to express feelings.

Meditation App Subscription

- Eligible members receive a yearly subscription to a meditation app.

Community Resource Link

- The Community Resource link is an online resource which locates and displays all available local community-based programs, benefits, and services, such as: affordable housing, food security, employment, and other SDOH to increase independence and stability.

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More Benefits to Keep Members Healthy

Youth Club Membership

Eligible members can receive a gift card to use toward membership fees at youth clubs, such as:

- Boys & Girls Clubs
- Boy Scouts
- Girls Scouts
- 4-H Club

HiSET

Eligible members can receive a voucher code to help cover the cost of the HiSET test.

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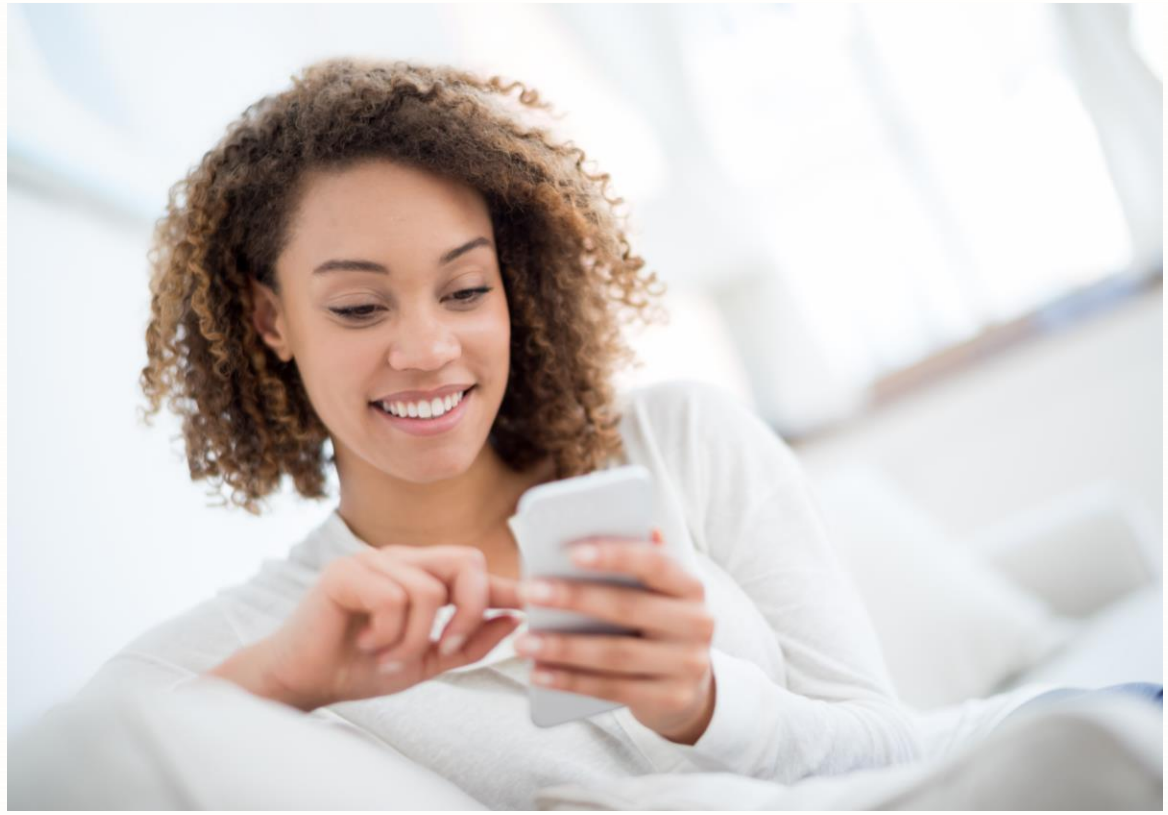
Sydney Health App

With Sydney Health, you can:

- Ask questions using live chat
- Check and manage your benefits
- Refill your prescriptions
- Receive virtual care over chat or video
- Find personalized action plans on My Health Dashboard



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