

2023 Capital Blue Cross Cost Health Risk Assessment \$50 Service Fee

Frequently Asked Questions (FAQs)

Earn extra!

We need your help! When enrolling new, individual Medicare Advantage beneficiaries in Capital Blue Cross, if you help in completing the HRA questionnaire, you will earn a one-time service fee of \$50 per enrollment. This service fee payment will occur during your monthly commission cycle.

PART ONE: ABOUT HEALTH RISK ASSESSMENTS

Q: What is a health risk assessment (HRA)?

A: HRAs are questionnaires used to identify a member's healthcare needs and establish member health baselines. Our HRA is a short survey that can help Capital Blue Cross' Care Management team assess a member's needs through answers to a series of health-related questions.

Q. What topics will be addressed in the member's HRA?

A: Completed HRAs help our care managers understand members' immediate healthcare needs to create individualized care plans based on their particular health and risk factors. Topics addressed in these assessments include:

- Physical and mental health.
- Chronic condition management.
- Social determinants of health – e.g., access to their providers, food availability, etc.
- Risk of injuries resulting from a fall.

Q. What will Capital Blue Cross do with these answers?

A: Capital Blue Cross will use member responses in several ways:

- Enroll the beneficiary/prospective member in any appropriate virtual and onsite programs that support their individual health needs and goals.
- Determine the level of care management services the member may require.
- Establish program-related communication to support members' health and well-being.
- Close gaps in care.

Please note: This information does not impact enrollment in any way.

Q: How long will it take to complete the HRA?

A: Less than 20 minutes.

PART TWO: HRA ADMINISTRATION

Q: Will Capital Blue Cross deny enrollment due to any information shared in an HRA?

A: Member HRA information does not affect a beneficiary's enrollment into our plan.

Q: What is my role as the agent?

A: Following the enrollment application submission, log onto the Capital Blue Cross producer portal and click on the web link to the Capital Blue Cross HRA. Complete the required agent and prospect information, ask the member all of the HRA questions, and then click submit.

Q: How do I know if I am eligible to earn the HRA incentive?

A: The following criteria must be met in order to earn an HRA incentive:

- Must have completed the required Capital Blue Cross 2023 Medicare certification.
- Must enroll a beneficiary in an individual Medicare Advantage plan (employer group MAPD are excluded).
- Agent along with member/prospective members must complete HRA within seven days of the enrollment application submission.

Q: Is there any training I need to complete before being able to earn this HRA incentive?

A: No, however Capital Blue Cross will offer training and provide support materials. Please reach out to a broker manager or visit the Capital Blue Cross producer portal.

Q: What is the timing requirement for the HRA completion?

A: All HRA completions must be submitted electronically within seven days from the enrollment submission.

Q: Will Capital Blue Cross accept non-electronic HRA submissions for this incentive program?

A: At this time, Capital Blue Cross will only allow for electronic HRA submissions for this incentive program.

Q: How frequently will HRA incentive payments process?

A: New enrollments with a 1/1/2023 effective date and later, will be processed within 60 days from the effective date.

Q: Can I receive a payment if current members in my book of business complete an HRA or is this only for new applications?

A: This incentive is only for new individual Capital Blue Cross Medicare Advantage applications. Please note that existing Capital Blue Cross Medicare Advantage members transitioning to other Capital Blue Cross Medicare Advantage plans are not considered new enrollments and will not be eligible for payment.

Q: What if multiple applications are received on the same beneficiary?

A: To receive payment, both the member enrollment processed by CMS and HRA must match the same agent name and NPN number.

PART THREE: THE HRA AGENT PORTAL

Q: Who owns and oversees the HRA agent portal?

A: Capital Blue Cross is leveraging the Icario Connect Platform. The Capital Blue Cross HRA Agent Portal is housed within this platform and gives agents the ability to quickly and accurately capture member health information.

Q: Will I need to create an account to login to the Agent Portal?

A: Yes, all agents must verify an Agent Portal account. Agents who are eligible to participate in the new member HRA online submission process will be sent a welcome email from Icario with a temporary password and asked to create a new password upon login. The login URL is **Admin.Icario.Health/login**. Please note:

- Icario will email you login instructions, please check your SPAM folder before reaching out to Capital Blue Cross;
- Pop-ups must be enabled on your preferred browser (e.g. Chrome) for the HRA form to open;
- “Forgot Password” reset is completed on the login page; and
- Contact your Capital Blue Cross broker manager with any questions.

Q: How do I populate the HRA with the member’s health information?

A: To capture responses to the HRA, after you input member information, a new window will open displaying the survey. A singular question will appear on each screen and after answering a question, click *Next* to be brought to the next question. You may go back and change an answer at any time before completing and submitting the assessment. Agents are required to attest to HRA questions in order for the assessment submission process to be completed.