



Dear Providers,

I hope you are all enjoying the return of spring. What a start to the year, we have 176 classes complete, in progress or scheduled. Our [community care hub bill](#) had a successful Senate hearing and we are hoping for a House hearing soon. Things are truly blooming, both in nature and in all the amazing work we're doing together.

For your awareness, I'll be on PTO for a trip with my husband from April 7th through April 11th. I'll be back on April 14th. My email autoreply during that time will include information for alternate contacts for urgent questions.

With appreciation,

Rachel

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Marketing Update

This month we ran Google Ads for certain key word searches. Key word examples include “healthy aging” and “senior fitness”. We have had over 60,000 ad impressions and over 2,000 clicks to our website. It is unclear how many registrations this converted into, but we are pleased with the exposure.

In April we are going to continue to invest in Google Ads to drive traffic to yourjuniper.org. We are also going to run ads with MPR Classical. They have an older demographic than what we have seen with Google Ads.

If you hear of any registrations from these marketing efforts, please let me know.

This marketing is funded by our ACL CDSME grant which ends 4/30/2025. We are timing this marketing push in alignment with your spring classes. We will continue with our regular social media and Flourish email marketing through the summer and re-evaluate marketing opportunities for classes in the fall.

Participant Incident or Injury Report

We have created our own form for participant incident or injury reporting. Previously, we were using an OSHA form which, while helpful, was not a perfect fit for our services.

In the unfortunate event of a participant injury or incident complete the Participant Incident or Injury Report Form immediately after the incident, and no later than one hour after it ends. Be thorough and include detailed information about the incident. Notify Trellis immediately after completing the form, and no later than eight business hours following the incident. Use the Trellis contact information included on the form.

You can find the Participant Incident or Injury Report form at <https://toolkits.yourjuniper.org/holding-classes/reporting/>.

TIP: Insurance Authorization & Release of Information

I've heard from several of you that participants ask questions about the sentence highlighted below from the Insurance Authorization & Release of Information.

Payment Authorization. I authorize Juniper to directly bill my health plan or third-party payor for services rendered to me by or on behalf of Juniper but acknowledge that Juniper is not obligated to submit claims to third-party payors on my behalf unless required by law or by its contract with a particular third party payor. I also authorize any third-party payor through which I may have benefits to make payment directly to Juniper for such services. I understand I am financially responsible to Juniper for charges not covered by my insurance, government program benefits or other third-party payors.

The Juniper hub is a network of organizations. Each of you have a different budget matrix and some of you must charge a fee to cover the cost of your classes. This sentence is meant to provide clarity to the participant that if the class has a fee, and they aren't covered by insurance, they will be expected to pay that fee. Whether that fee is \$0 or \$300. It isn't the Trellis Juniper team charging the participant, it is your organization based on what your class fee is.

This is how I've explained this sentence to participants. I have always found them to be receptive to this explanation.

"I understand how that language is confusing. Juniper is a network of organizations, and all organizations set their own fees for classes depending on their budget. Some need to charge \$200 or more. That language is in the insurance authorization to help people understand that if insurance doesn't cover the cost of the class, they will be expected to pay the listed class fee. We at {Organization} are charging \$X for this class. That means if you have the class as a covered benefit, then we can bill your insurance which will bring in some funding to support this class and future ones. But if you don't, you would be asked to pay \$X."

I hope this information is helpful. We are in an ever-evolving landscape of grant funding and payer contracts. We fully support whatever you find you might need to charge for a class. People value these classes, and I think if the choice is between paying a fee to attend a class or not having class at all many would choose to pay a fee of some kind.

March Network Meeting Recording

A reminder that the recording for our March Network meeting is available at <https://youtu.be/TPk9jhEkejK>. During this meeting I shared the feedback we have been hearing from health plans about their current business challenges and how they see us in the market, as well as what we are doing about it and how the community care hub expansion fits in. If you didn't attend the meeting or haven't watched the recording, please take time to do so. It will help with understanding our steps in 2025 and beyond.

Thank you!

Thank you for all you do to help people take control of their well-being. As always, please reach out with any questions or concerns you have. I speak for the Juniper team when I say we are grateful for your partnership!

