

# Building Bridges to Health Equity: Unveiling the Link Between Year-Round Member Support and Care Access

Presented by:



**RISE**



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HEALTH

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# Building Bridges to Health Equity: Unveiling the Link Between Year-Round Member Support and Care Access



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Vice President  
Payor Innovations  
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# Setting the standard for healthcare navigation

## Unmatched experience

**25 Years**

Since we founded the category



## Unmatched scale

**500+**

Clients

**3.1M+**

Members

**2,300**

Healthcare Warriors®

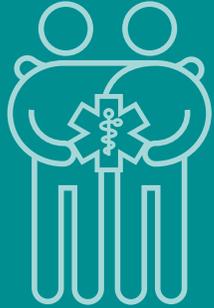


# What's the biggest challenge your MA plan faces in addressing health equity?

- Addressing specific needs of diverse populations (e.g., language barriers, cultural differences)
- Ensuring access to care for rural and underserved urban areas
- Integrating and utilizing SDOH data for proactive outreach
- Navigating regulatory changes affecting health equity initiatives



# Understanding health equity in Medicare Advantage



## Health equity

- Ensuring that everyone has a fair and just opportunity to attain their highest level of health.
- 80% of health outcomes are shaped by factors outside traditional healthcare delivery.



## Social determinants and drivers of health

- SDOH refers to the conditions in which people live, work and age.
- Social drivers of health acknowledge these conditions can be changed through policy and system improvements.

Achieve health equity and save costs by addressing social determinants and drivers of health

# Five key priorities to advance health equity



Expanding data  
collection



Addressing  
disparities



Building  
workforce  
capacity



Advancing  
language  
access



Increasing  
accessibility  
to healthcare  
services

# Overview of the Health Equity Index (HEI)



- Aligns with CMS' goals to reduce disparities
- Incentivizes plans to focus on at-risk populations
- Replaces the previous reward factor
- Provides bonus points toward achieving star ratings (4, 4.5 or 5 stars)
- Essential for maintaining competitiveness in the marketplace

# HEI key measures and impact



Chronic condition management



Preventive care



Behavioral health



Pharmacy-related measures



Aims to improve outcomes for populations with social risk factors

# Five ways to achieve health equity through benefits plan design



**Reduce cost-sharing:** Lower or eliminate costs for essential services like primary care visits and necessary screenings.



**Provide incentives:** Reward members for utilizing high-quality providers or achieving health goals.



**Educate members:** Help members, particularly those in minority and lower-wage groups, understand their health benefits and available providers.



**Address social determinants of health:** Consider factors such as socioeconomic status, education, transportation access, and dental health, which impact overall health.



**Partner with community organizations:** Collaborate to enhance health equity initiatives.

# Addressing social determinants of health

Navigation enables stronger health equity, with personalized engagement ensuring every member has the tools and resources needed to **overcome any barriers to care.**

**3 million** MA members have difficulty getting to their provider due to distance or transportation issues.

## Among the ways we help:

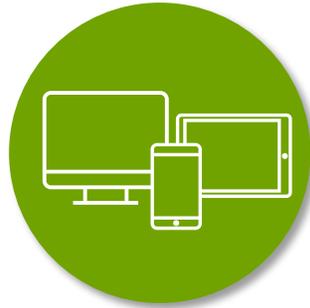
- Guiding members in rural communities to virtual care or helping them find viable transportation
- Overcoming language barriers with comprehensive translation services
- Identifying providers based on race, ethnicity or religious preference
- Providing mental health support and locating helpful resources for members



# Closing data gaps and improving care access



Collect data through  
**ongoing** conversations



Conduct multichannel  
outreach campaigns



Build relationships and  
trust through proactive  
engagement



# Data strategy for health plans



- Leverage data analytics to identify disparities and focus resources where the need is greatest.
- Expand data collection to capture information on race, ethnicity, sexual orientation and gender identity.
- Build community partnerships to collect data on social determinants.
- Foster leadership support and incentivize providers for participating in health equity initiatives.

# The impact of ongoing, year-round member support

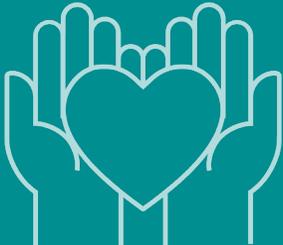


**Juanita**  
67 years old



Juanita receives expert guidance from empathetic Care Coordinators who **check in throughout the year** to ensure she's receiving the care she needs.

# Building trust and relationships to drive health equity and Medicare Star Ratings



**Improved outcomes:**  
Better health management results in happier, healthier members.



**Quantum Health members:**

- Receive more preventive care than industry average in **17 out of 17** care categories
- Are **12.4%** below industry average in inpatient days



**Enhanced engagement:**  
Increasing benefits engagement fosters trust with members.

# Strategies for building bridges to health equity

- Evaluate your benefits plan design to meet members' diverse needs.
- Collect and utilize member data effectively, focusing on SDOH.
- Leverage community resources to support members.
- Build trust through year-round engagement and communications.
- Implement a proven healthcare navigation solution.
- Leverage data-driven strategies in the CMS framework to stay competitive and improve outcomes.



# Q&A

Contact us to learn more



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Thanks for joining us today!