

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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Quantum Health

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®

Industry and workplace recognition



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.

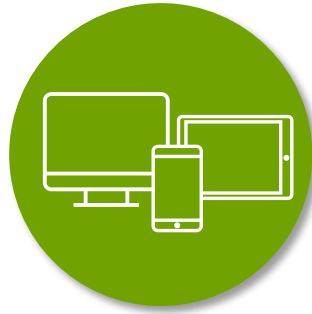
Among the ways we help:

- 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



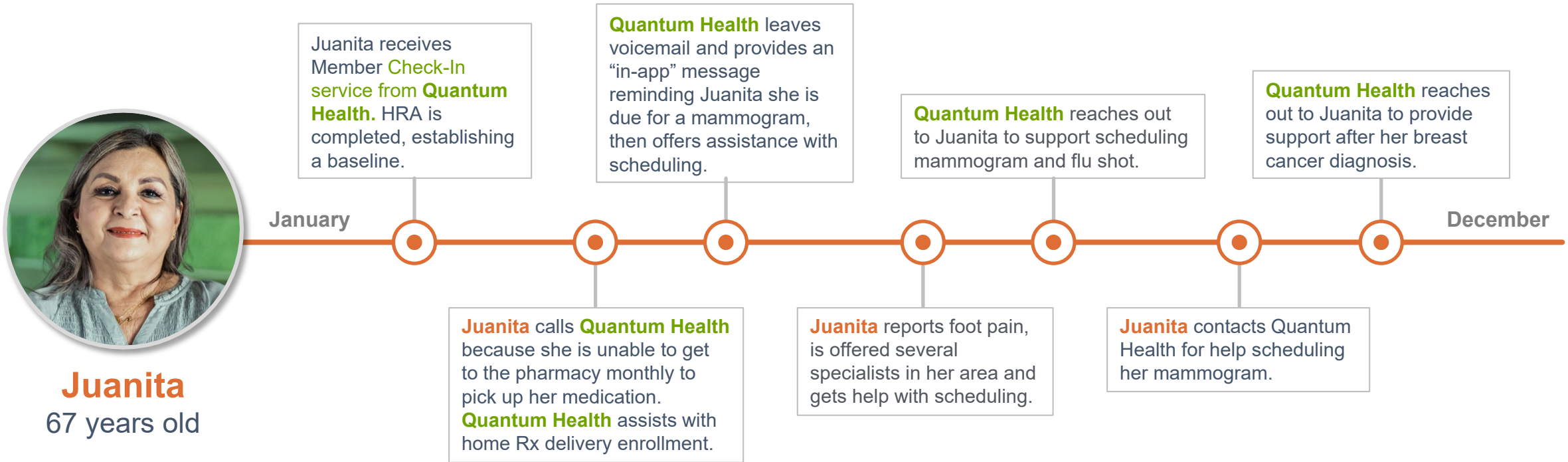
Build relationships and
trust through proactive
engagement

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 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



RISE

Contact us to learn more



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Thanks for joining us today!