

Road to Health Equity: Role of Health Plans

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Promise Health Plan

Seek first to understand and keys to success

- Recognize that multiple types of disparities exist
- Educate staff and raise consciousness
- Learn which populations are affected and how
- Identify the demographics of the membership
- Evaluate the needs of individuals and groups of members
- Develop interventions
- Implement
- Evaluate
- Communicate

What is the current state of affairs?

- Contract requirements of plans are limited
- Incomplete or absent information collected during application
- Member Data Systems/Electronic Medical Records
- Use of Data and Analytics
- Population Health is in its infancy
- Who pays/is at financial risk impacts who cares the most
- Lack of long term vision due to short retention of members
- “Wrong Pocket” phenomenon limits investment

Opportunities for improvement

- Change what is measured, reported and/or incentivized
- Improve cultural competence within the organization
- Create opportunities to listen to community members and advocates
- Screen members or patients for Social Risk
- Use a curated list of Community Based Organizations
- Use promotoras, community health workers or peer counselors
- Develop resilience programs and teach advocacy techniques
- Partner with public health programs
- Promote targeted public policy
- Create “wellness trusts”

Thank you



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