Road to Health Equity: Role of Health Plans

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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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