



PREPARING FOR MARKET CHANGES TO HEALTH EQUITY & SOCIAL DETERMINANTS OF HEALTH

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ABOUT US

Founded in 2003, ATTAC Consulting Group is recognized as a premier national consulting and auditing firm serving insurers, managed care and provider organizations on issues related to:

- Medicare Advantage
- Medicare Part D
- Medicaid
- Duals Programs
- ACOs
- Health Exchange (ACA) products



We specialize in:

- Regulatory Compliance
- Program Development
- Provider Network Development
- Operational Excellence, Business Transformation, & Systems
- Medical & Pharmacy Management
- Population Health & Health Equity Strategies and Solutions

SPEAKER INTRODUCTIONS



Jennifer Venditti

SVP, Business
Transformation &
Technology

- 30+ years of experience supporting program/project management and business/IT solution implementations
- Worked with organizations to maximize the use of technology to support operational and financial goals
- IT management, third-party solution, product development and vendor management experience
- Ernst & Young, Fallon Clinic, Cap Gemini, Ninestone Corporation (self-employed)



Lynn Kryfke

MSN, RN
Senior Consultant

- 30+ years of experience in healthcare and healthcare systems
- Developed and implemented Social Determinants of Health programs
- Developed Medicaid, Marketplace and commercial products to meet regulatory and population-health needs.
- Built and supported various community access-to-care initiatives
- Children's Community Health Plan, Children's Hospital of Wisconsin, St. Francis Hospital

AGENDA

- **The changing Health Equity and SDOH landscape**
- **Key considerations for health plans**
- **Planning for the future**
- **How ATTAC can help**

POLLING QUESTION #1

Has your plan developed a Health Equity strategy, approach, or goals, including Social Determinants of Health considerations?

- Yes
- No
- Not sure

THE CHANGING HEALTH EQUITY & SDOH LANDSCAPE



HEALTH EQUITY AND SDOH OVERVIEW

Health Equity

- Achieving highest level of health
- Focused & ongoing societal efforts to address avoidable inequalities and injustices
- Elimination of health and healthcare disparities

Health Disparity

- Health difference linked to social economic, environmental disadvantage
- Affects groups of people – experienced obstacles to health
 - Race, ethnic
 - Age
 - Mental health, disability
 - Sexual orientation
 - Gender & gender identity
 - Geographic location
 - Discrimination exclusion

Social Determinants of Health

- Conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks
- Includes 5 domains:
 - Economic stability
 - Education access and quality
 - Healthcare access and quality
 - Neighborhood and built environment
 - Social community and context

HOW ARE HEALTH EQUITY AND SDOH RELATED?

“An added complexity is that negative or positive impacts of social determinants of health can be accumulated during a lifetime, alter health trajectories across the life course, and be transferred across generations.”

National Institute of Health

HEALTH EQUITY AND SDOH TODAY AND IN THE FUTURE

Disparities
adversely affect
health outcomes

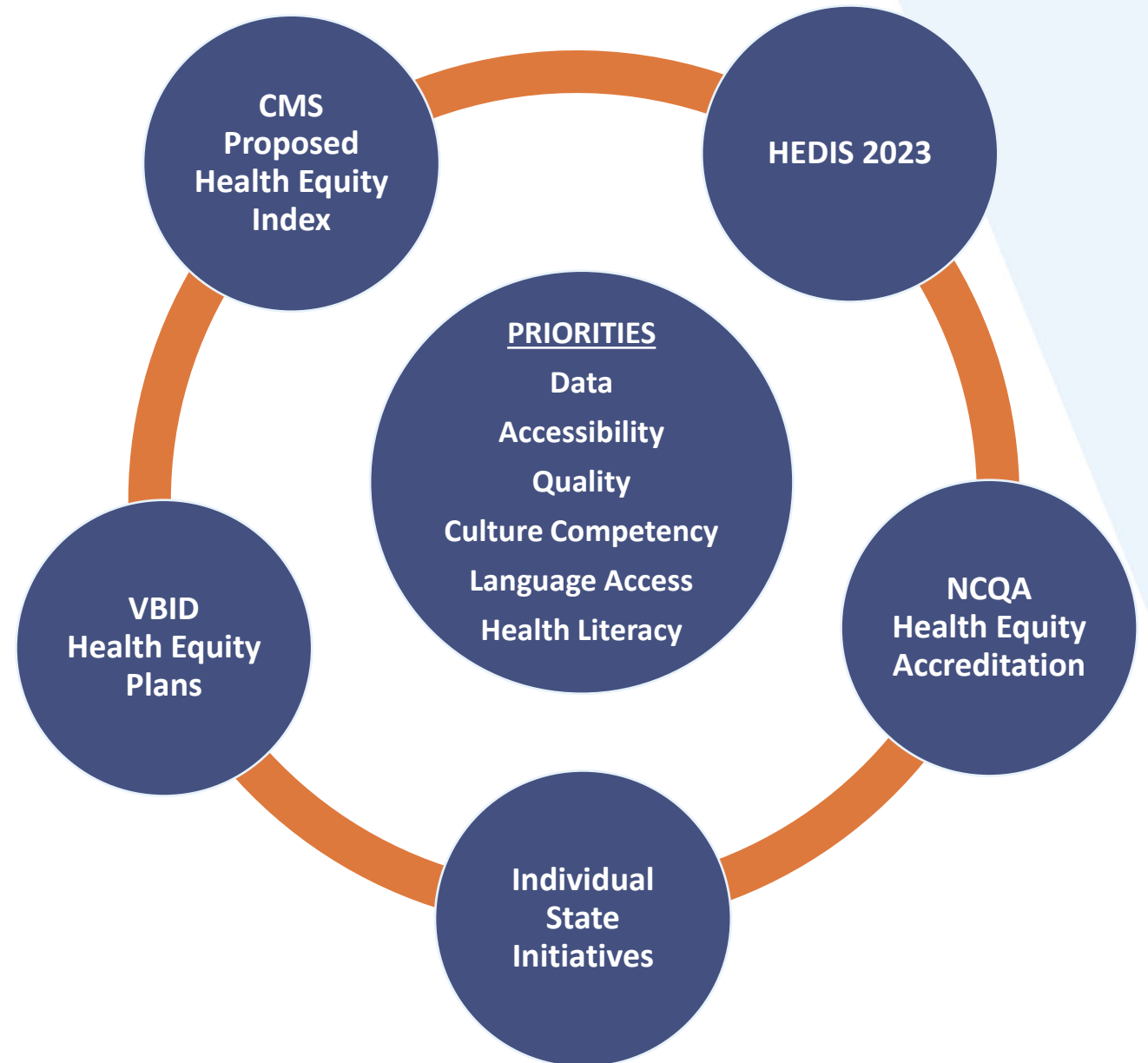
Social
determinants of
health impact
health outcomes

Medicaid and SNP –
addressed early

Medicare Advantage,
Marketplace,
Commercial –
newly impacted

New federal, state,
and accreditation
requirements
driving
prioritization

PRIORITIES & NEW REQUIREMENTS



POLLING QUESTION #2

What challenges are your plan experiencing around Health Equity and Social Determinants of Health?
(Select all that apply)

- Prioritizing Health Equity and SDOH initiatives
- Assessing member needs
- Designing benefits and services
- Engaging providers and community resources
- Addressing access and resource capacity

A group of four people are seated around a wooden table in a bright, modern office setting. One person, a man in a light blue shirt, is seated in a wheelchair. They appear to be in a collaborative meeting, with papers and a laptop on the table. The background is a bright, out-of-focus office space with large windows.

KEY CONSIDERATIONS FOR HEALTH PLANS

HEALTH PLAN CONCERNS AND RISKS

Reducing	Reducing health disparities and improving health equity through SDOH initiatives
Developing	Developing a Health Equity plan and quality program that addresses individualized care needs
Utilizing	Utilizing the right technology and getting the most out of it
Improving	Improving use of data, including Z codes and available data
Engaging	Engaging members, providers, and community
Ensuring	Ensuring diverse, culturally appropriate, and competent staff and providers
Managing	Managing encounters
Assessing	Assessing impacts to risk adjustment

HEALTH PLAN FOCUS AREAS

Benefits & Service Design	Member Needs	Provider Engagement & Access
<p>Considerations:</p> <ul style="list-style-type: none">• Designing benefits that demonstrate ROI• Maximizing benefit flexibilities (e.g. VAIS, rewards and incentives)• Funding <p>Questions to Ask:</p> <ul style="list-style-type: none">• What's available• Who will benefit• Will it achieve expected results	<p>Considerations:</p> <ul style="list-style-type: none">• Identifying gaps in care• Engagement in assessment and care planning• Literacy and cultural impacts <p>Questions to Ask:</p> <ul style="list-style-type: none">• How to assess population and individual member needs• How to incentivize behavior and meet literacy and communication needs• How and what tools & education to provide	<p>Considerations:</p> <ul style="list-style-type: none">• Network development and community partners• Technology and data sharing• Closing gaps in care <p>Questions to Ask:</p> <ul style="list-style-type: none">• How to address shortages and meet geographical needs• How to support technology/data needs• How to incentivize network and community partners to address gaps in care
Technology	Data	Measurement

POLLING QUESTION #3

Where do you feel your plan needs to focus their Health Equity/SDOH efforts?

- Strategy and plan
- Technology, data and reporting capabilities
- Network and community partnership development
- Benefits and services design and administration
- Engagement, education and tools

A conceptual image showing a hand holding a shield. The shield contains a family icon (two adults and a child). Surrounding the shield are icons for a house, a car, a first aid kit, and a piggy bank with a dollar sign. The background is a soft-focus image of a person's face.

PLANNING FOR THE FUTURE

WHERE IS YOUR PLAN IN ITS HEALTH EQUITY JOURNEY?

Planning	Executing	Assessing	Evolving
Just beginning	Have a plan and working on executing	Assessing our current plan for improvement	Like what we've implemented so far and thinking about next steps
We've talked about making a plan, but we haven't really started yet.	We've developed a plan but haven't executed yet. We're working on how and when to implement.	We've recently implemented our plan and are monitoring and assessing our progress.	We've been doing this a little while and like what we've done so far. We're contemplating next phase of our program and how it should evolve.

YOUR PLAN'S HEALTH EQUITY EVOLUTION

Planning

- Developing your plan's vision for improving health disparities and population health outcomes
- Completing a gaps and needs assessment
- Formulating an implementation plan

Executing

- Establishing a long-term governance strategy – the road to Health Equity is a marathon, not a sprint
- Utilizing flexible project management approaches able to shift with changing plans and priorities
- Developing robust member, provider, and community partner engagement strategies

Assessing

- Designing and developing comprehensive routine reporting to enable continuous assessment of performance
- Tying together finance, health, and quality outcomes
- Executing program adjustments to improve outcomes

Evolving

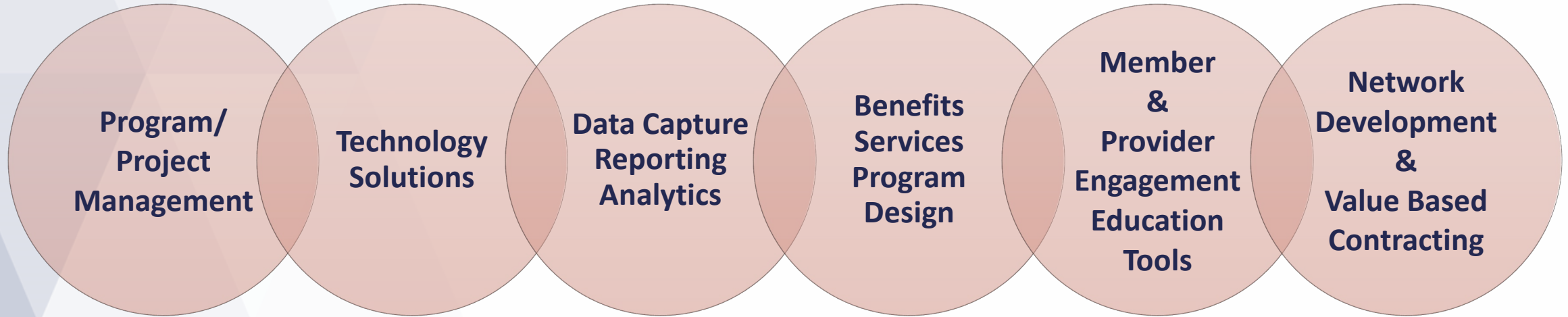
- Maintaining engagement
- Modifying programs to meet new requirements and expectations
- Maintaining effective programs while implementing new ones

POLLING QUESTION #4

Where is your organization at in its Health Equity journey?

- Planning
- Executing
- Assessing
- Evolving

HOW ATTAC CAN HELP



QUESTIONS?



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