



CASE STUDY

Motivating Medicaid members to complete Annual Wellness Visits

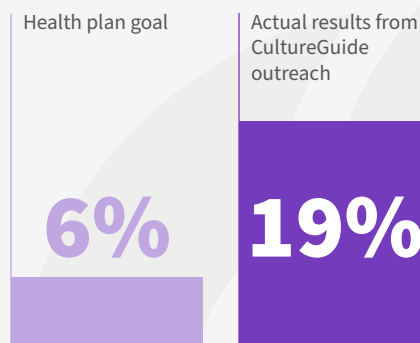
Creating
cultural
connections
for a
healthier,
more
equitable
world.

Taking a culturally tailored approach to member outreach successfully motivates members to take action, helping to close any gaps in care.

A large multi-state health plan providing managed healthcare services under the Medicaid and Medicare programs, and through state insurance Marketplaces, partnered with SameSky Health to leverage our CultureGuide™ solution to engage a subset of its Medicaid members. The plan had multiple objectives, including a focus on Annual Wellness Visits (AWVs), for which they wanted to achieve a 6% success rate.

They also wanted to ensure that members were educated on prenatal care, while improving HEDIS® measures and advancing health equity. The results with CultureGuide over a twelve-month period are compelling.

Annual Wellness Visit compliance



Among the plan's Managed Medicaid members who **received outreach via CultureGuide**, AWW compliance exceeded the plan's goal by **more than 3x**.



Members who **opted-in to text messages** were

43%

more likely to attend an AWW after outreach than members who received regulatory/intro text, but did not opt-in.

Advancing health equity



4x

more likely that **Black** or **African American** members **attended an AWW** after outreach.



84%

more likely that **female members** attended an AWW after outreach than **male members**.



5x

more likely that members who **identified as LGBTQIA+** attended an AWW after outreach than members who did not identify as LGBTQIA+.



Direct impact of member outreach

Member satisfaction

“Over the years I’ve been continually impressed with the plan — so much so that I never wanted to change whenever I was asked.”

Use of text messaging

“I keep receiving texts from you guys... I’m all updated! And thank you for being on it.”

Providing resources

“With the information you sent, I was able to find a therapist who was accepting new patients. Thank you!”



SameSky Health is a cultural experience company that removes barriers to care and forms meaningful relationships to bring people to health. We guide health plan members on their annual wellness journeys by building trusted relationships that encourage dignity, autonomy, and companionship as they navigate disparate life experiences within a complex healthcare system.

Launched in 2017, SameSky Health engages 2.3 million+ members across 15 states, in 25+ different languages. The company’s cultural expertise and technology-based solutions enable health plans to grow member engagement, improve quality measures and increase overall health outcomes. We are on a mission to create cultural connections for a healthier, more equitable world. SameSky Health is based in North Hollywood, CA. To learn more, visit www.sameskyhealth.com.

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