



CASE STUDY

Closing member data gaps within Managed Medicaid populations

Creating
cultural
connections
for a
healthier,
more
equitable
world.

Taking a culturally tailored approach to member outreach enables health plans to effectively and efficiently close member data gaps.

Having complete demographic information for members is the most fundamental step required to identify and address health disparities. Additionally, regulatory agencies and industry organizations are taking action on the health equity front. In 2022, the Centers for Medicare & Medicaid Services (CMS) Office of Minority Health released the CMS Framework for Health Equity, while later in the year, the National Committee for Quality Assurance (NCQA) announced changes to its Healthcare Effectiveness Data and Information Set (HEDIS®) quality measures.

To meet the quality standards associated with these measures, health plans must begin by collecting health-equity-related data, including race, ethnicity, and language (REL); sexual orientation and gender identity (SOGI); and social determinants of health (SDOH). Doing this at scale requires digital health solutions, and plans may benefit from working with a partner.

Additionally, complete data insights help drive a more personalized member experience.

How CultureGuide helped one health plan

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 Annual Wellness Visit (AWVs) attendance improvement, prenatal care education, improving HEDIS® measures, and advancing health equity.

At the start of the engagement, the plan had gaps in member data; for example, they had ethnicity information for only 40% of their members.

Success in health-equity-related data collection

Using the culturally tailored, multimodel outreach of CultureGuide, we delivered tangible results, allowing the plan to move information from “unknown” to member-reported data points in both REL and SOGI categories.



91%

of members indicated whether **they were** or **were not** part of the **LGBTQIA+** community



31%

of members provided their **race information**



74%

of members identified their **ethnicity**



34%

of the target population overall **completed** the **discovery screener**



15%

of members overall indicated that they were **part of the LGBTQIA+ community**

More than just collecting health-equity-related data



Beyond enriching member data, our CultureGuide solution has also been proven effective in improving engagement — surfacing barriers to care, and motivating members to take important actions to improve their health. Visit the SameSky Health website to learn how we are partnering with health plans across the country to advance health equity and reduce health disparities.

www.sameskyhealth.com



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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