

CASE STUDY

Addressing social and behavioral health needs in Managed Medicaid populations



Creating
cultural connections
for a
healthier,
more
equitable
world.

Taking a culturally tailored approach to member outreach enables health plans to surface social and behavioral health needs with Medicaid members.

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.

The plan used a vendor who provides SDOH resource information, while employing CultureGuide for member outreach and engagement. Our results over a 12-month period are compelling.

Surfacing needs within the social determinants of health (SDOH)



15%

of members who identified SDOH or behavioral health needs **clicked the provided SDOH resource link**



29%

of members identified **food insecurities**



26%

of members identified **housing insecurities**



22%

of members reported having **transportation needs**



Among members who identified as part of the **LGBTQIA+ community**, it was

80%

more likely that the member **identified an SDOH need** (such as insecurities with food, housing, and/or utilities) than members who did not identify as part of this community.

Surfacing behavioral health needs



28%

of members members experience **frequent mental stress**



17%

of members received a **positive PHQ-2 score**



14%

of members identified frequently **feeling isolated or alone**



It was

2.6x

more likely that members who identified as part of the **LGBTQIA+** community **also identified a behavioral health need** than members who did not identify as LGBTQIA+



Direct impact of member outreach

One member needed help finding both food and housing resources. As part of our outreach, this member was directed via CultureGuide™ to online information supplied by the plan's SDOH resource vendor.

The member expressed gratitude for being pointed directly to useful information, and said that she was extremely happy she didn't have to continue to wait for help and support.



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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