



## CASE STUDY

# Supporting the SDOH needs of members improves outcomes

Creating  
**cultural connections**  
for a  
**healthier,**  
more  
**equitable**  
world.

Screening members and referring them to health plan and community-based resources helps remove barriers, and drives improved outcomes.

Medicare Advantage members with unidentified social determinants of health (SDOH) needs may not receive medical attention due to barriers to accessing the care they need. Without proper access to housing, food, or transportation, members cannot focus on other priorities, such as medical appointments. Many members with underlying health conditions may not be receiving proper treatment, while undiagnosed conditions can worsen without detection.

A national Medicare Advantage plan partnered with SameSky Health to use our CultureGuide® solution. The plan's objectives were to build member trust, increase member satisfaction, improve direct data collection (including SDOH insecurities), drive resource utilization, and motivate previously unengaged members to complete an Annual Wellness Visit (AWV).

The results are compelling, and show that members who are given the opportunity to self-report SDOH needs are more likely to take action — both in attempting to access needed resources, as well as attending an AWV.

### How the type of outreach impacted results

The type of member outreach significantly impacted rates of AWV completion. For Population 1, members were given a full discovery screener, which included SDOH-related questions, while Population 2 received only demographic questions. (More details on our methodology are on page 3.)



Within Population 1,  
**60%**  
of members  
**completed their AWV**  
after receiving  
outreach with the **full**  
**discovery screener.**



Within Population 2,  
**20%**  
of members **completed**  
**their AWV**, after being  
asked during outreach  
**only for demographic**  
**details.**

## What we learned about members

Analyzing the data from the results for Population 1 (who received the SDOH and behavioral health screening questions as part of our outreach), we found:



Members who indicated that they **do not have any SDOH needs** are

**28%**

**more likely to attend an AWW** than members who indicate that they do have one or more SDOH needs.



Members who indicated that they **do not have a food insecurity** are

**50%**

**more likely to attend an AWW** than members who indicated having a food insecurity in the screener.




Members who indicated that they **do not have a transportation need** are

**38%**

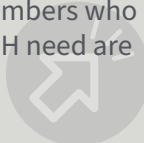
**more likely to attend an AWW** than members who do have transportation needs.

## Additional key member insights

Through further analysis of our data from Population 1 results, we also discovered that:

▶ **31%**   
of respondents reported at least **one SDOH insecurity** in the screener.

▶ **25%**   
of respondents reported at least **one behavioral health need** in the screener.

▶ **4x**   
On average, members who identify an SDOH need are **4x more likely to access the resources provided** than members with no identified SDOH needs.

## Key takeaways for health plans

Recognizing the impacts of needs within the social determinants of health, and helping remove barriers to accessing care, is key to engaging members in their healthcare.

Limitations such as not having reliable access to transportation, or concerns over food security, can greatly impact the priorities of a member — and the choices that they ultimately make.



## Direct impact of member outreach

- ▶ A member stated that they were afraid to lose the place they were living, and that they were worried about where they could live if that happened. A SameSky Health Community Health Guide helped the member find temporary housing resources near their home through the plan. The member was grateful. “Thank you so much for your help!”
- ▶ A member had been hospitalized for an extended period of time. When contacted, they answered that their food did not last until they could get more. Resources were provided to the member as well as follow-up instructions.
- ▶ A member identified that they needed additional food resources, and indicated they also needed support in managing emotions. A SameSky Health Community Health Guide provided resources, and referred the member for additional help. The member was thankful for the assistance. “Thank God for my health plan.”

## About the methodology

In our comparative analysis, the results of two different approaches to member outreach were compared for two different Medicare Advantage groups, both within the same health plan.

For the first group of members, Population 1, outreach via the standard CultureGuide journey was provided, which included (among other screening questions) the opportunity to self-report SDOH and behavioral health needs, and to access plan-provided help resources accordingly.

For the second group of members, Population 2, outreach used an altered CultureGuide journey. These members were only offered the opportunity to self-report demographic information; no SDOH or behavioral health questions were asked, nor were resources provided.



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](http://www.sameskyhealth.com).