



INDUSTRY INSIGHTS

Proven strategies for collecting health-equity-related data

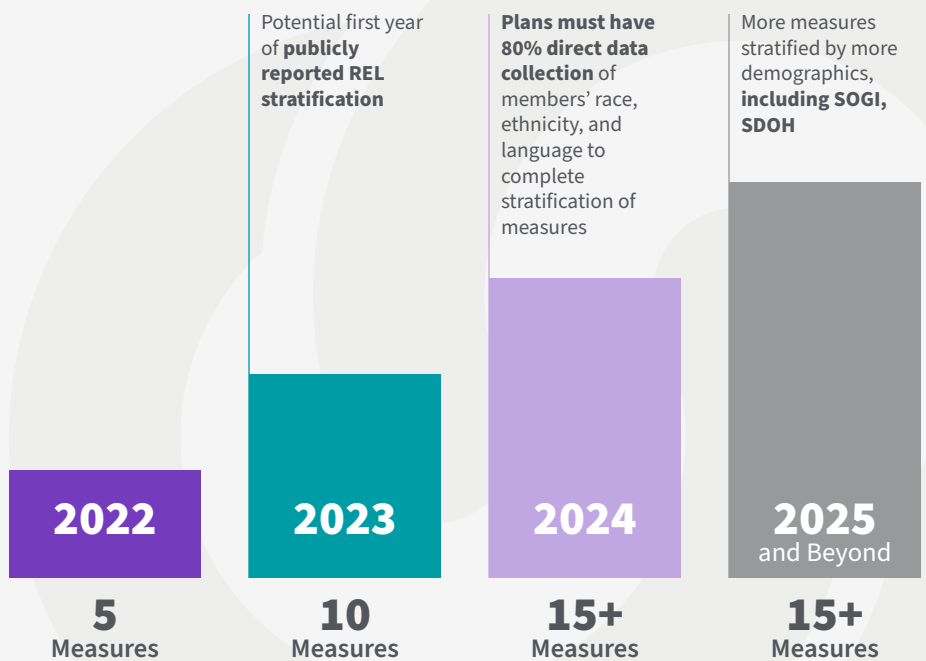
Creating
cultural
connections
 for a
healthier,
 more
equitable
 world.

CMS and NCQA are driving health plans to improve health equity across all populations — and SameSky Health can help you get there.

Regulatory agencies and industry organizations are taking action to support health equity. 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.

2023 is the first year of NCQA’s publicly reported race, ethnicity, and language (REL) stratification requirements, with the measures expanding in 2024, 2025, and beyond.

An overview of how NCQA health equity measures are rolling out



REL-stratified HEDIS® measures

The expansion of REL-stratified HEDIS measures takes a big leap in 2023, with the number of measures more than doubling — from just five measures in 2022, to a total of 13 measures in 2023. The specific measures are shown below.

Year	Measure
2022	Colorectal Cancer Screening (COL)
	Controlling High Blood Pressure (CBP)
	Hemoglobin A1c Control for Patients with Diabetes (HBD)
	Prenatal and Postpartum Care (PPC)
	Child and Adolescent Well Care Visit (WCV)
2023	Colorectal Cancer Screening (COL)
	Controlling High Blood Pressure (CBP)
	Hemoglobin A1c Control for Patients with Diabetes (HBD)
	Prenatal and Postpartum Care (PPC)
	Child and Adolescent Well Care Visit (WCV)
	Asthma Medication Ratio (AMR)
	Follow-up After Emergency Department Visit for Alcohol and Other Drug Abuse or Dependence (FUA)
	Pharmacotherapy for Opioid Use Disorder (POD)
	Initiation and Engagement of Alcohol and Other Drug Abuse or Dependence Treatment (IET)
	Adult Immunization Status (AIS)
	Immunizations for Adolescents (IMA)
	Child and Adolescent Well Care Visits (W30, WCV)
	Breast Cancer Screening (BCS, BCS-E)

How SameSky Health can help

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. Through our CultureGuide™ solution, SameSky Health helps plans fill-in the gaps and missing data within member profiles to create personalized healthcare journeys throughout the member life cycle.

Our methodology has proven effective in establishing and building trust with members, and fostering a willingness to share this information through our interactions.

Results: Health equity data collection*



89%

of members **provided information** about their **sexual orientation**

78%

of members updating their **ethnicity** moved from an **unknown category** to a **known category**



Beyond the collection of health-equity-related data, our CultureGuide solution has also been proven effective in improving member engagement — surfacing barriers to care, and motivating members to take important actions to improve their health.

Results: Member engagement*



25%

of members identified **social needs** such as **housing** or **food insecurity**

5x

more likely that members who identified a **social or behavioral health need** will click a **help resources link**



27%

more likely that members who **receive a text or call** will **attend a wellness visit** than those with no successful outreach

* Statistics from data analysis of program results from a CultureGuide engagement with a large national health plan in 2022 and 2023.



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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