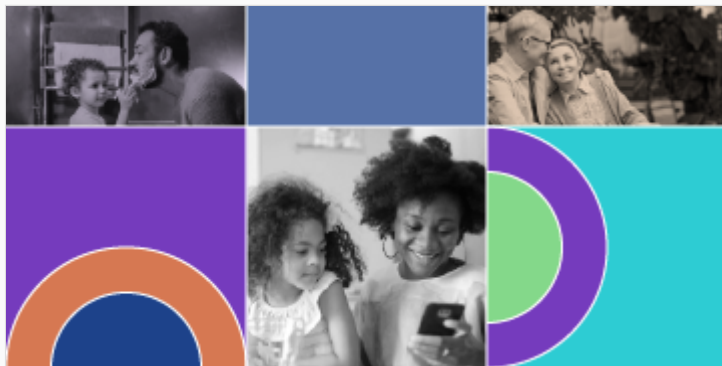


We're excited to share our December issue of the SameSky Health newsletter!

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## SameSky Health™ Newsletter

### Issue 5

As 2022 comes to a close, I want to look ahead to what 2023 will bring. I have asked several national thought leaders to share their predictions about the advancement of health equity in the coming year. I will share their predictions over the next two months.

My health equity prediction for 2023 is that this new year will be a transformative moment in our country's health equity journey. Talk will turn to action as health plans and regulators embrace text messaging and race, ethnicity, and language data collection. When we see fewer gaps in care, it will be impossible to return to how things were.

Happy Holidays,

Abner Mason

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### SameSky Health Achieves HITRUST Risk-Based, 2-Year Certification

*"We're proud to have achieved this important certification. Our clients rightly expect the strongest possible commitment to information security, and this certification demonstrates that."* Abner Mason

The HITRUST Assurance Program helps organizations like SameSky Health address security and data protection challenges through a comprehensive framework. The certification for CultureGuide™ — the company's culturally intelligent solution for personalizing the member experience, improving quality measures,



### Top 25 Healthcare Technology CTOs of 2022

Join us as we congratulate our Chief Technology Officer Josh Siegel, for his recognition as one of the top 25 healthcare CTOs of 2022. [Read](#) more.

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### Upcoming Events

We'd love to connect with you in person and virtually! Our upcoming events are listed below:

**Dec 15:** Under the Same Sky: Dr. Eric Whitaker, founder and executive chairman, and Garfield Collins, cofounder and COO, Zing Health

**Jan 19:** Under the Same Sky: Dr. Bryan Buckley, Director, Health Equity Initiatives, National Committee for Quality Assurance (NCQA)

and closing gaps in care — includes federal and state regulations, standards, and frameworks, and incorporates a risk-based approach.

[Learn](#) more about our HITRUST certification.

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### **White paper: Culturally tailored outreach improves member engagement**

Cultural characteristics play an integral role in understanding and respecting who people are. These characteristics largely impact how health plan members engage in the management of their health, as well as those they care for. As plans develop new strategies and approaches to member engagement, they must consider the influence that culture has on behavior, communication styles and preferences, messaging, and more.

[Learn](#) how culture applies to building personalized, trusted relationships with members.

[Read](#) our case study demonstrating the value of taking a culturally tailored approach to member engagement.

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### **Article: How one community health plan increased COVID vaccinations by 40% using HIE data**

When it comes to having the right data, health data is as high as the stakes get. Being able to identify and stratify at-risk populations by race, ethnicity, language, and social determinants of health data helped the Health Plan of San Joaquin provide critical support and care to its members. Their use of data allowed the health plan to strategically allocate resources where needed.

[Read](#) more about the Health Plan of San Joaquin's effective use of data.

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### **Discussion Series: Under the Same Sky**

In our regular discussion series, *Under the Same Sky*, we feature thought leaders and industry experts to hear what they are doing to advance health equity. Our next

**Feb 6-7:** 2023 Insure the Uninsured Project (ITUP) Annual Conference

[View](#) a full list of upcoming events on our website.

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### **Past Newsletters**

Missed an issue of our newsletter? [Find](#) archived issues on our website.

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episode features two leaders from Zing Health: Dr. Eric Whitaker, founder and executive chairman, and Garfield Collins, cofounder and COO.

To join us live on December 15 at 11:00 AM PT, [follow us](#) on LinkedIn. Previous discussions are also available to [watch on-demand](#).

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### Podcast - Now Available!

We're excited to share the audio portion of our regular discussion series on health equity, *Under the Same Sky*, is now available as a podcast on Apple Podcasts, Spotify, and Google Podcasts. Listen anytime to new episodes, or catch up on ones you may have missed!



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