



SameSky Health™ Newsletter

Issue 8

Medicaid redeterminations are set to restart on April 1, 2023. With our extensive research into how to engage members, SameSky Health is here to help support your outreach strategy. It's not simply a matter of sending the same message repeatedly; rather, it's about sending the right message, in the right way, at the right time. Read on to learn more about how we're partnering with health plans to guide their Medicaid members through the renewal process.

Continuous Enrollment Pathway: Avoid the pitfalls

With an estimated 15 million Medicaid enrollees at risk of losing their healthcare benefits coverage, SameSky Health is here to help you engage and guide members through the necessary steps to go through the required redetermination process.

[Learn](#) about the CultureGuide™ Continuous Enrollment Pathway.

Save the date! Webinar: Key considerations for integrating health equity into your technology and data practices

You may have heard a lot of industry buzz around the term "techquity" in recent years, but how are you applying the practice of it to your business?



New! Quick Poll: What are your priorities in 2023?

Each month, we invite you to answer our poll question on various topics. Results will be featured in next month's newsletter. To participate in the poll, [visit](#) our quick poll page. **Poll closes Monday, March 27, 2023.**

Upcoming Events

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

Mar. 26-29: Conference: ViVE 2023

Mar. 30: Under the Same Sky

Apr. 13: Webinar: Key considerations for integrating health equity into your

Join us for an insightful webinar as we discuss how techquity is interwoven into all of our product development, technology, and content development processes to drive personalization at scale to create unique, culturally tailored member experiences. We'll provide insight into how to integrate health equity into your technology and data practices.

[Register](#) for the webinar.

Effective Strategies for Collecting Health-Equity-Related Data

Read about the challenges, strategies, and outcomes of collecting member self-reported data to close health-equity-related member data gaps. SameSky Health also shares a proven approach to help our health plan partners collect missing data. As we get to know members we are further able to personalize our outreach, building trusted relationships to help guide members on their healthcare journeys.

[Read](#) the blog.

[Download](#) the industry insights paper.

Discussion Series: Under the Same Sky

Last week, Samantha Murphy, Industry Advisor - Healthcare & Life Sciences for Salesforce, joined Abner Mason for an important discussion focused on the challenges and solutions surrounding the unwinding of the Continuous Enrollment Provision. Samantha and Abner focused on strategies health plans can incorporate to scale outreach to engage members in the redetermination process. In case you missed the live event, [read](#) the event summary.

Join our next live conversation on Thursday, March 30, at 11:00 AM Pacific with our guest Dr. Lisa Fitzpatrick, founder and CEO of Grapevine Health, as we discuss different solutions to empower members in their healthcare journey through member engagement, community outreach, and health literacy.

[Follow us](#) on LinkedIn to hear the conversation.

technology and data practices

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Previous discussions are also available to [watch on-demand](#).

Podcast: Now available!

Unable to join our live discussion series on health equity, [Under the Same Sky](#)? Listen anytime to new episodes, or catch-up on ones you may have missed on Apple Podcasts, Spotify, and Google Podcasts.



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