

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

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SameSky Health™ Newsletter

Issue 3

Fall is in full swing and we've been busy at SameSky Health going to conferences and holding various webinars with thought leaders from across the healthcare industry. In addition, our Founder and CEO, Abner Mason, recently interviewed with In Full Health and was featured in the *Healthy Brands* podcast with Howie Chan. Read on to learn more!

Doing the right thing for Medicaid members: How health plans can prepare now for the end of the public health emergency

The impact of COVID on traditionally underserved populations was devastating; they experienced more severe illness and died at higher rates. Now, they are faced with a new challenge: With the unwinding of the public health emergency (PHE), an estimated 15 million Medicaid enrollees will have to go through the redetermination process to see if they still qualify for coverage. How can health plans get ahead of this and make sure they get it right for their members?

SameSky Health has done extensive research into how to engage and communicate with members. 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. In other words, it's about meeting people where they are and building trust to establish relationships with them.

[Read](#) our blog to learn more.



Can healthcare change itself to achieve health equity?

Watch as Abner Mason talks about how constituents across healthcare are coming together in the name of health equity.

Upcoming Events

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

Oct 17-19: Conference:
California Association of
Health Plans (CAHP) Annual
Conference

Oct 21: LinkedIn Live: Under
the SameSky featuring Erine
Gray, Founder and CEO of
findhelp

The role of data in culturally tailored outreach

In a recent webinar hosted by MHPA, Abner Mason was joined by Dr. Pooja Mittal, Chief Health Equity Officer of Health Net, to talk about the role data plays in culturally tailored outreach. When you take a culturally and linguistically relevant approach to member engagement, the results speak for themselves. [Watch](#) the full webinar recording.

[Read](#) more in our latest blog.

Interview: In Full Health — Medicaid innovators

In an interview with In Full Health, Abner Mason shared his insights on working with Medicaid populations, what health equity issues motivated him to start SameSky Health, and how SameSky Health is addressing those issues. He also discussed what he sees as critical to advancing health equity across the healthcare industry.

[Read](#) the full interview with In Full Health.

Interview: *Healthy Brands* with Howie Chan

In a recent episode of the *Healthy Brands* podcast with Howie Chan, Abner Mason discussed his career path from working for the governor of Massachusetts, to his work as part of the Presidential Advisory Council on HIV and AIDS, to founding the AIDS Responsibility Project. Abner recounts the highlights and lowlights of his journey.

[Listen](#) to the full interview.

LinkedIn Live: Under the Same Sky

Have you joined us yet for our monthly LinkedIn Live series, [Under the Same Sky](#)? Each month, we feature thought leaders and industry experts to hear what they are doing to advance health equity. Our next episode will feature Erine Gray, founder and CEO of findhelp. He and

Oct 31-Nov 3: Conference: NCQA Health Innovation Summit

Nov 13-16: Conference: HLTH 2022

Dec 1-2: Conference: Healthcare Equity Innovations Summit

Dec 7-9: Conference: ATA's EDGE2022 Policy Conference

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

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Abner Mason will discuss how findhelp bridges the gap between identifying social determinants of health and addressing them. To join us live on October 21 at 9:00 AM PT, [follow us](#) on LinkedIn.



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