Addressing Social Determinants of Health (SDOH) in Underserved Communities

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Community Engagement

• Corporate Social Responsibility funding utilized to support underserved communities

• Focus areas are environment, health and social equity

• Fund non-profit organizations that target underserved communities
Connecting Members to Services

• Internal customer-facing teams engage directly with members to identify needs

• Front line staff work with the Diversity, Equity and Inclusion team to refer to Non-profit organization partners

• Examples
  – Community Health Worker (CHW) program – aligns providers with cultural / ethnic identity of our members
    ◦ CHWs may receive targeted training in Poverty and Social Determinants of Health
The Moda 360 Vision – Data Driven

• Develop a complete picture of a member’s health called Health Context

• Incorporate SDOH data from various sources including third party vendors, Moda claims and clinical system data

• Moving from browser based to mobile app-based portals for members to better engage them in their healthcare

• Connect members with programs and resources including community programs and care coordinators
  – Care coordinators connect to community resources
  – Example: the Livongo program is utilized for diabetic members with income and transportation challenges
Directly Addressing SDOH in the Medicaid Program

• Experience serving the Oregon Medicaid program through our managed care plans (CCOs) can carry over to Commercial market

• Examples:
  – Frontier Veggie RX Program
    ◦ Worked with governmental and private partners to improve access to fresh produce in rural communities
    ◦ Improves access to fresh produce for the community at large, as vendors have incentive and financial support to carry a larger selection
  – Cribs for kids
    ◦ Addressing SIDS infant death in rural communities by providing cribs to ensure a proper place to sleep. English and Spanish educational materials provided
Examples continued

- Flex services
  - Broad range of services made available as part of a Section 1115 Medicaid demonstration waiver
  - Examples include home environment support such as air purifiers, temporary housing, gym memberships and cooking supplies
Be better