moda

Addressing Social Determinants of Health (SDOH) in Underserved Communities

Karis Stoudamire-Phillips
Vice President of Diversity, Equity, Inclusion and Community Initiatives

Dr. Yale Popowich
Chief Medical Officer

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

Medicaid Program – SDOH Continued

- 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