

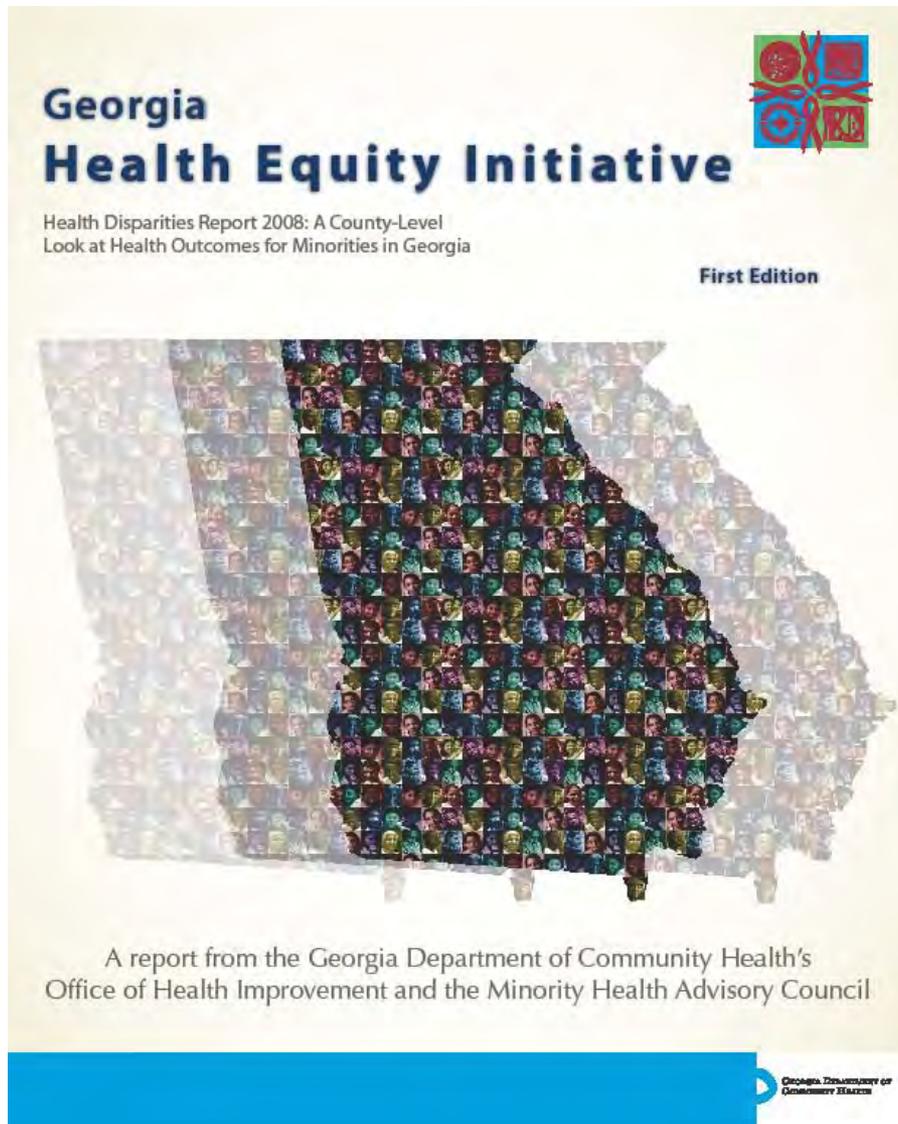
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# Health Equity

2nd Annual CMS Medicaid/CHIP Quality Conference  
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# Georgia Department of Community Health: Health Equity Initiative



- Health Disparities Report 2008 county level reports
- Health Indicators
- Health care access
- Socio-economic factors
- Community Town Halls
- With Community Leaders
- Community based grants

**Improving Care and Proving It**

# Commitment to Reduce Health Disparities

- National Health Plan Collaborative (NHPC) (2005): A voluntary 11-insurer effort currently led by AHIP that strives to reduce racial and ethnic disparities and to improve the quality of care for all Americans.
- UnitedHealth Group (UHG) Multicultural Advancement Team Forum (2007): An enterprise wide grassroots team that strives to identify and develop innovative solutions to enhancing the multicultural member experience and health outcomes of our diverse membership.
- UHG Health Disparities Council (2008): A consortium of clinical leaders with the mission to improve the health of racial and ethnic minority populations by providing leadership in understanding health disparities, and in the development of initiatives, programs and policies that help eliminate such disparities.

# Commitment to Reduce Health Disparities, cont.

- UHG Health Literacy Innovations Program (2008): A team that works at the corporate level to facilitate health literacy awareness and skills training; identifies and shares best health communications practices and discovers where health communications might be strengthened.
- Commission to End Health Care Disparities (2009): A coalition of organizations lead by the AMA, NMA, & NHMA focused on health professional leadership, quality, and system approaches to eliminate disparities. UHG is the only national payer to join this commission to date.
- UHG Health Equity Services Program (2010): A centralized program that supports all UHG businesses and functional areas in enhancing multicultural capabilities to enrich the member experience and promote better health outcomes.

# Understanding Disparities: Better Data, Analysis and Programs

## Better Data to Understand Our Members

- Accurate and complete data that supports better preparation in providing customized outreach sensitive to unique cultural attributes
- Enhanced predictive modeling capabilities to more quickly identify and outreach to members at higher risk of illness or disease

## Better Analysis to Reduce Disparities

- Analysis of populations based on race, ethnicity or preferred language to enable identification of gaps in care/care compliance, and develop clinical programs to reduce health disparities

## Better Programs and Services

- Enhanced Care Management and related Medical Management with more culturally and linguistically appropriate programs and services to promote better health outcomes, quality of care, health care utilization and member satisfaction
- More personalized Health and Wellness Coaching and consumer engagement to motivate behavior change

## Better Internal Staffing and Network Development

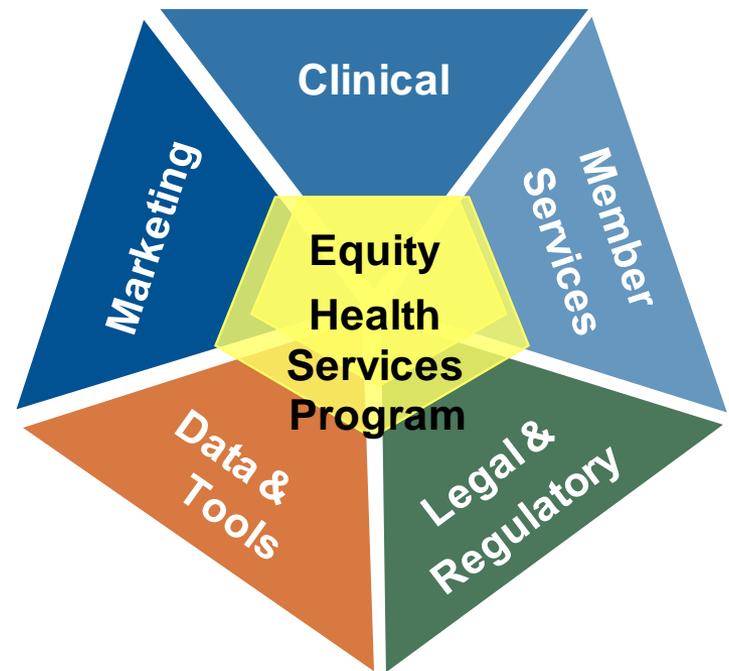
- Greater ability to refine our internal staffing models as well as our network composition to better serve our multicultural membership

# UnitedHealth Group: Health Equity Services

- UHG operates an enterprise-wide Health Equity Services program to ensure all members receive culturally and linguistically appropriate services and resources, as well as meaningful, culturally relevant and tailored programs to meet their individual needs.
- To reduce health care disparities, UHG supports the voluntary collection of Race Ethnicity and Language (REL) data directly from members, and continues to develop, test, and deploy various interventions across its entire spectrum of Commercial, Medicaid and Medicare populations.
- Examples of successful culturally and linguistically tailored programs include interventions to improve: Colorectal Cancer Screening rates amongst Hispanics; Well-Child Visits amongst Hasidic Jews; and Cervical Cancer screening rates amongst Asian Americans. Additional enterprise initiatives are underway to further enhance UHG multicultural member engagement, reduce disparities and improve health outcomes.

# UnitedHealth Group Health Equity Services Program

- Mission:
- Collaborate across Benefit Businesses and Shared Services to improve the member experience through enhanced culturally and linguistically appropriate programs, services and materials. The HES program launched in 2010 as a collaborative, cross-enterprise initiative to enhance the overall member experience



# UnitedHealth Group Health Equity Services Program, cont.

## Program Goals:

- Support infrastructure and process developments to identify, track and reduce health disparities to improve the quality of health of consumers and communities.
- Embrace diversity by creating a continuum of culturally sensitive initiatives that promote health and prevent avoidable health care cost.



# The National Health Plan Collaborative



- The National Health Plan Collaborative was established in December 2004.
- Groundbreaking project originally bringing together eleven major health insurance companies.
- Goal: Identify ways to improve the quality of health care for racially and ethnically diverse populations.
- Health Plans from the public and private sectors that together reached more than 87 million Americans.

# The National Health Plan Collaborative, cont.

- Initial funding and leadership support was provided by the Agency for Healthcare Research and Quality and the Robert Wood Johnson Foundation. The collaborative was next led by AHIP.
- Membership grew to sixteen member health plans focused on evaluating provider-, member- and/or community-targeted approaches that use race, ethnicity, and language data to develop strategies to reduce gaps in care and to improve the quality of care.
- The National Health Plan Collaborative has created a toolkit of resources, lessons, case studies and videos to help other health plans identify and reduce disparities within their memberships.

# Thank You

## Sources:

Georgia Health Equity Initiative:

<http://health.state.ga.us/pdfs/ohip/Georgia%20Health%20Equity%20Initiative.pdf>

National Health Plan Collaborative:

<http://www.nationalhealthplancollaborative.org/>

NCSL State Profiles: Minority Health and Health Equity Offices:

<http://www.ncsl.org/issues-research/health/disparities-state-profiles.aspx>