

# Tackling Health Equity with Data Innovation and Partnerships

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August 23, 2022

#Together4Health2022



**BETTER TOGETHER**  
HEALTH DATA  
COLLABORATIVES  
& INFORMATION  
EXCHANGE  
**2022**  
**TO ADVANCE  
HEALTH EQUITY**

# Meet Our Speakers

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Erica Galvez  
Chief Executive Officer  
Manifest MedEx



Lakshmi Dhanvanthari, MD  
Chief Medical Officer  
Health Plan of San Joaquin



Cheron Vail, PhD  
Chief Information Officer  
Health Plan of San Joaquin;  
Board Chair, San Joaquin  
Community HIE



Abner Mason  
Chief Executive Officer &  
Founder  
SameSky Health

# About Manifest MedEx

**1800+**

CA HEALTHCARE  
ORGANIZATIONS

**125+**

HOSPITALS

**32 Million**

CALIFORNIANS

**12**

HEALTH PLANS



# Addressing Health Equity Starts With Data

From CMS' Medicaid Strategy Outline:

“First and foremost, we need accurate data. We can't fix what we don't know, and we can't measure progress without a baseline. Reporting on race, ethnicity, language, disability status, and sexual orientation and gender identity are inconsistent at best—as are clear, consistent and comparable stratification of critical quality and outcome metrics across the program. CMS will work with states to improve measurement of health disparities across a core set of stratified metrics.”



# Lakshmi Dhanvanthari, MD Chief Medical Officer

# About Health Plan of San Joaquin (HPSJ)

HPSJ coordinates access to quality healthcare through engagement with our members, community, and provider network.

These partnerships position HPSJ to work across all sectors to address social determinants of health and optimize health equity for our community.

- Serves as the nonprofit local initiative and leading Medi-Cal managed care plan for San Joaquin and Stanislaus Counties
- Celebrates more than 25 years of service, having been established in 1995 by State statute and County ordinance
- Coordinates care for over 400,000 members
- Offers members a robust selection of in-network health care providers:
  - 345 Primary Care Providers
  - 3100 Specialists
  - 11 Plan Network Hospitals
- Employs over 425 individuals dedicated to providing the best access for our community

# Use of Data & Analytics for Solving Complex Health Care Challenges

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Recent experience with the COVID 19 pandemic

- Prevention & Safety Messaging especially for select high-risk groups such as seniors and those with chronic illnesses
- Transition to messaging about the vaccine efficacy, safety, and schedules
- Extensive data needs for targeted outreach included:
  - Age groups per the COVID vaccine rollout,
  - Prioritizing high-risk groups by health status to implement different strategies for homebound individuals, immunocompromised, and those with chronic disease states.
  - Utilizing demographic data including race, ethnicity and language, and social determinants of health data
  - Geographic distribution by regions and zip codes
  - Matching members to providers



**Cheron Vail, PhD  
Chief Information Officer  
Board Chair, San Joaquin  
Community HIE**

# Regulatory Requirement to Do Outreach for COVID Vaccinations of At-Risk Members

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- The Managed Medi-Cal Health Plans were given direction to reach out to members at high risk to encourage them to get a COVID vaccination.
- We needed to quickly figure out who fell into that population and how to perform the outreach.
- As I have been working with the HIE development and evolution at HPSJ for 10 years, I try to think of ways to leverage the data there that will prevent HPSJ IT from having to build a new report or extract and include some value add that cannot come from our data alone as easily if at all.

# Organizing Outreach Quickly with Help from the HIE

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- The HIE can complement a health plan IT department to supplement reports and extracts.
- Vaccine registry data files sent to HPSJ were submitted to MX to join with provider data, member demographics, and COVID risk scores.
- MX returned a comprehensive and easy to sort file that allowed us to identify members with 0,1, or 2 vaccinations.
- At risk members were quickly identified and communicated to SameSky for outreach.



**Manifest**  
MEDEX

**Erica Galvez**  
**Chief Executive Officer**  
**Manifest MedEx**

# The Power of Integrating Multiple Sources of Member Information

- On an ongoing basis, MX aggregates, normalizes, matches, and integrates data from HPSJ claims, vaccination data from California Department of Public Health (CDPH) and a regional vaccine registry, and clinical data from participating providers to produce a sortable report that lists HPSJ members by:
  - Number of high-risk comorbidities for severe Covid-19
  - Covid-19 mortality risk score (i.e., low, moderate, high, very high)
  - Vaccination status, including manufacturer, number of doses, and dosing date(s)
  - Primary care provider (PCP)

# Data Included in MX Covid Vaccine Report

Member ID

Date of Birth

Last Name, First Name

Race

Age, Gender

Ethnicity

Number of Comorbid Conditions

Contact information (Address, Phone, Email)

Covid Mortality Risk Score

Primary Care Provider

Vaccine Type and Dates of Doses

Preferred Language

MRN	Last Name	First Name	Age	Gender	COVID Mortality Risk Score	Vaccine Type First Dose	Vaccine Type Second Dose	Vaccine Type Third Dose	Date Of First Dose	Date Of Second Dose	Date Of Third Dose	DoB	Race	Ethnicity	Address	City	Zipcode	Phone	Email	PCP	Preferred Language	VIP Homebound Status	VIP Chronic Conditions
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**Abner Mason**  
**Chief Executive Officer & Founder**  
**SameSky Health**

# About SameSky Health

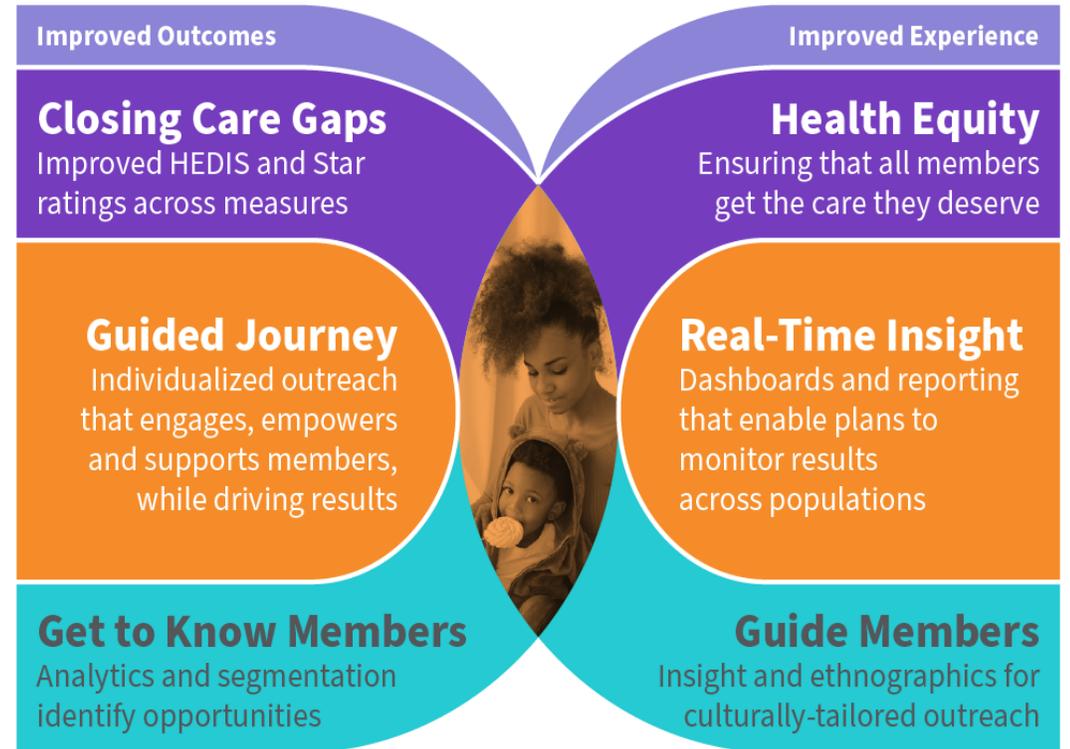
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- SameSky Health is a cultural experience company that removes barriers to care and forms meaningful relationships to bring people to health.
- We guide health plan members on their annual wellness journeys by building trusted relationships that encourage dignity, autonomy, and companionship as they navigate disparate life experiences within a complex healthcare system.

# SameSky Health CultureGuide Solution

SameSky Health is a company building a more equitable world, one where no culture is left behind. Our CultureGuide solution brings together intelligence, technology and expertise, to create a unique cultural experience for the members our clients serve, bringing everyone access to the care they need, when they need it.



# COVID Vaccination Outreach

Leveraging insights from CultureGuide, SameSky Health identified barriers to care – informing our approach to effectively engaging members.

## Barriers

For several Spanish speakers, we identified the following barriers to getting vaccinated:

- Transportation barriers
- Multi-generational households (seeking group vaccination options)
- Technical and literacy barriers

## Example of an engagement with a member

“No sé leer ni escribir y mucho menos usar un computadora”

“I can't read or write let alone use a computer”

“Está demasiado lejos mi marido trabaja todo el día y no tenemos transporte”

“It is too far, my husband works all day, and we have no transportation”

## Results of Engagement

Four members in the same household were helped to schedule their vaccines.

All members were healthy enough to go to a clinic, so transportation was offered.

# Case study: ROI of Culturally-tailored Outreach

A health plan on the west coast engaged SameSky Health to improve COVID vaccination uptake — a complex challenge in any population. The results of our culturally-adapted outreach provided clear benefits to the Latinx community.

Within the sample Latinx population, the odds of getting vaccinated were

**18.4x**

higher in those who received outreach vs. those that did not.

**20.8x**

higher in those who received text messages only vs. no outreach

**12.2x**

higher in those who received phone calls only vs. no outreach





# Lakshmi Dhanvanthari, MD

## Chief Medical Officer

# HPSJ Outcomes and Next Steps

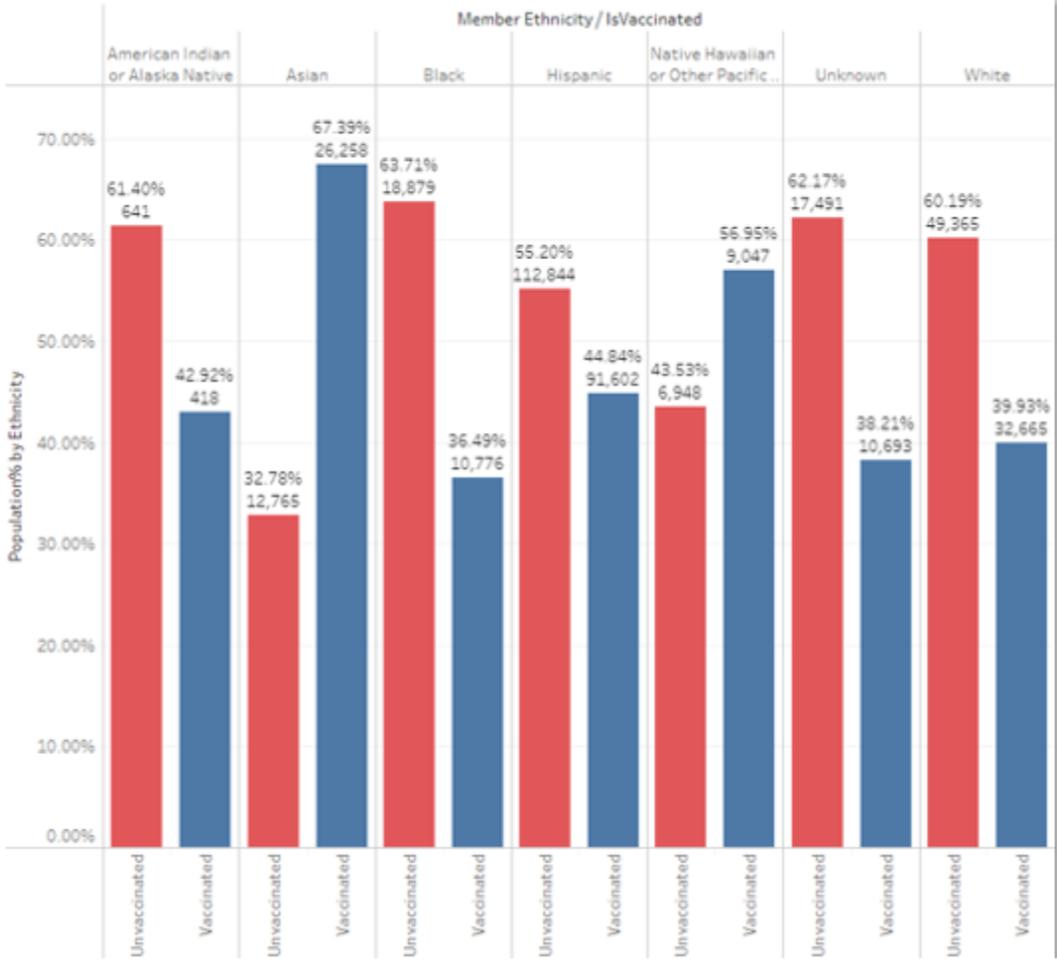
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- In September 2021, The Department of Health Care Services (DHCS) launched its Medical Covid-19 Vaccination Incentive Program that allocates up to \$350 million to incentivize Covid-19 vaccination efforts.
- Manifest MedEx continues to work with HPSJ to support their performance on DHCS vaccine initiatives. The MX Covid report includes data on chronic care conditions, demographics, and home bound status as defined by DHCS
- HPSJ's vaccination rate increased from 5 percent in March 2021
  - to 54 percent for patients 12 y/o and older in July 2022
  - to 47 percent for patients 5 y/o and older in July 2022
- During the same time the statewide vaccination rate improved from 23% to 72% in July
- HPSJ has been at the forefront in recognizing the need for targeted vaccination outreach to vulnerable populations.

# HPSJ Outcomes by Race & Ethnicity

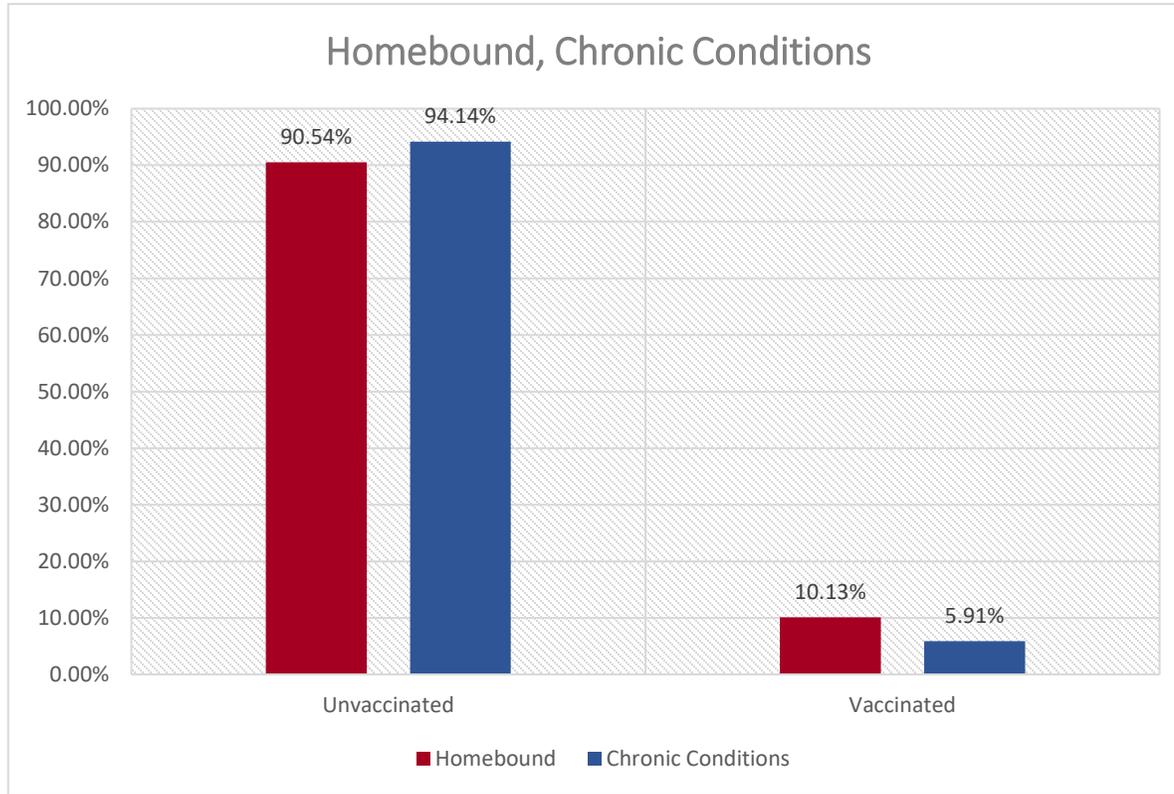


March 2021

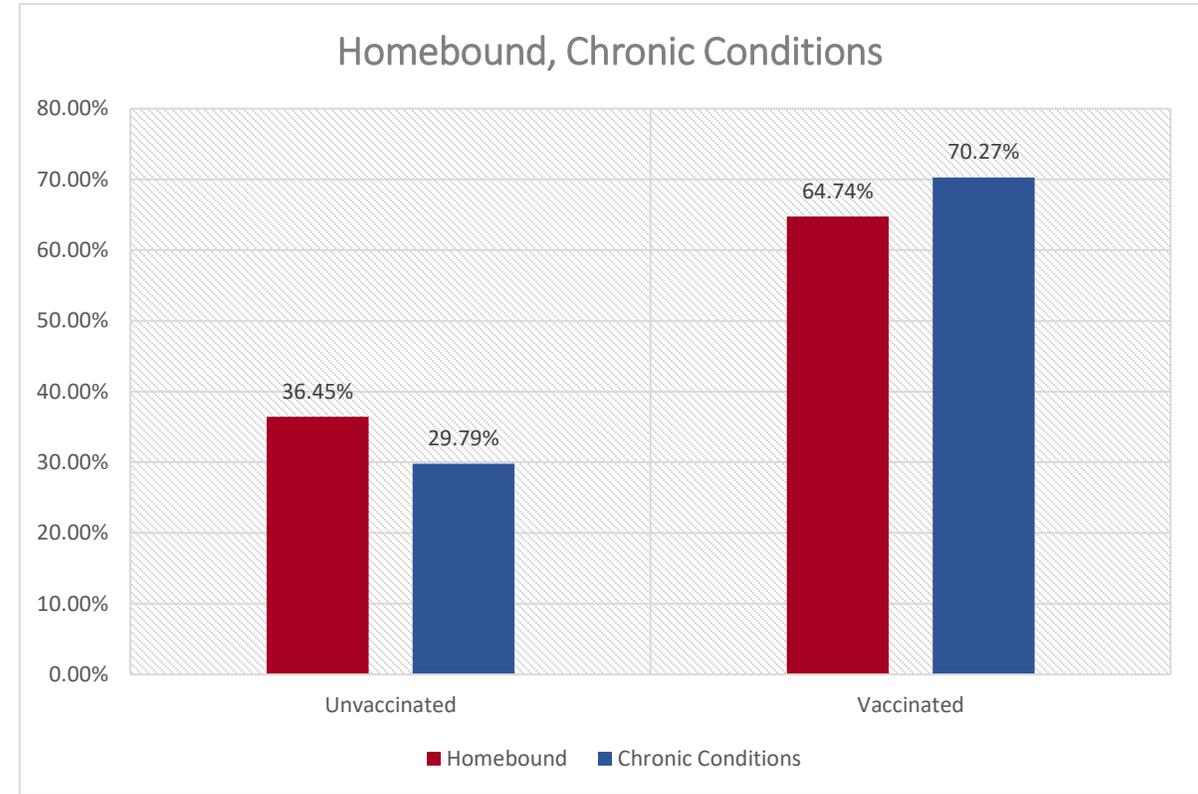


July 2022

# HPSJ Outcomes in High Risk Populations



March 2021



July 2022



**Cheron Vail, PhD  
Chief Information Officer  
Board Chair, San Joaquin  
Community HIE**

# HIE data for Population Health Management Programs

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- ADT data for Transitions of care interventions
  - Timely interventions ensure appropriate discharge planning and follow-up with the PCP
  - Ensures proactive care delivery and avoids readmission to the hospital
- Improvement in the Health plans HEDIS performance
  - Supplemental data reports help improve administrative HEDIS rates
  - Utilization of various sources to improve the accuracy of chart pursuits
- Utilizing multiple data sources, pharmacy, medical record, claims and encounter and social determinants of health data improves risk scoring and stratification of members for progressive levels of interventions

# Q & A

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# Thank you!

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Erica Galvez

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[www.manifestmedex.org](http://www.manifestmedex.org)

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