Purpose

Helping to address health disparities is an objective of the Diversity and Inclusion Corporate Strategy. The effort is led and facilitated by the Diversity and Inclusion department in partnership with divisions across the company. The purpose of our health disparity work is to:

• Create a shared understanding and vision for addressing health disparities
• Collect data
• Define our health disparities focus

Key Points About This Process:
• Establish a shared vision
• Maintain a simple, step by step process
• Share information and engage in dialogue
• Engage key leadership early
• Communicate

STEP 1
Established a Health Disparities Action Team comprised of employees from D&I, Analytics, Health Care Value, Social Mission, Pharmacy Services, Case Management, Sales and Marketing, Medicare, Human Performance. Meetings are held every other month.

STEP 2
Engaged action team in dialogue to create a shared vision. Guiding principles and a framework were established.

STEP 3
Conducted PEST and SWOT analyses. Dialogue also included a reflection on health disparities among our members and in our state. Discussion centered around health equity, the “why” and defining our role as a health plan.

STEP 4
Disparate activities to address health disparities were at play within the company. Engaged action team members in information sharing about current initiatives and available data sources.

• Prevention
• Access
• Education
• Cultural Competency

STEP 5
With a good foundation established, gained leadership buy-in to ensure support, leadership and engagement from the top down. Met with key leadership to share vision, guiding principles, and framework.

STEP 6
Led by an executive and medical director, data is being collected and analyzed.

Data Sources Include:
• Medicare data
• HEDIS data (HMO and PPO)
• Self-reported data

STEP 7
After the collection and review of data, we will define the health disparity focus areas.* Preliminary focus areas include:

• Diabetes
• Hypertension/blood pressure
• Adult BMI
• Breast cancer screening
• Colorectal screening
• Medication adherence

Next steps of our approach include defining strategic programs, defining measures, implementation, evaluation, and ongoing communication.