



Social determinants of health:

Important insights to help close gaps and improve care

Blue Cross Master Class Webinar Series
March 1, 2019



This activity has been approved for 1 HR recertification credit hour through HR Certification Institute®.

This program is valid for 1 PDCs for the SHRM-CPSM or SHRM-SCPSM.



What you'll learn from today's session

Topics

- What factors into overall health and well-being
- What Blue Cross is doing with social determinants data
- What are social determinants of health and why they matter
- What you can do for your organization and employees

Today's speakers

Clinical expertise from Blue Cross



Trent Haywood, M.D., J.D.

Senior Vice President, Chief Medical Officer
Blue Cross Blue Shield Association
President, BCBS Institute



Michael Kobernick, M.D.

Medical Director, Clinical Consulting
Blue Cross Blue Shield of Michigan



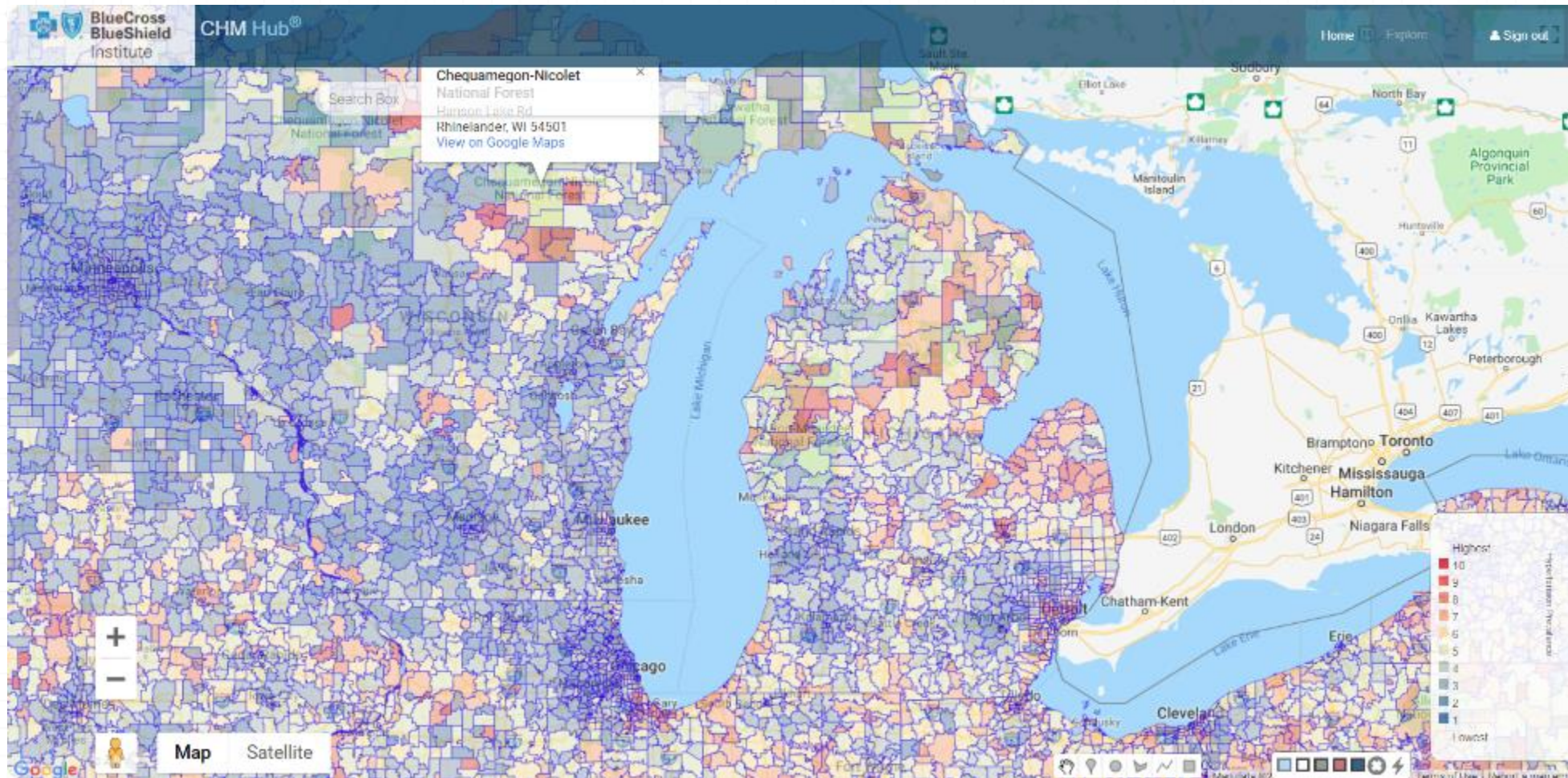
The time is more critical than ever

for American business leaders to bring to bear the might and ingenuity of the world's strongest economy to effect positive change in the health of all Americans. Serving one in three Americans in nearly every geographic area in the country, Blue Cross and Blue Shield companies know all too well that what often dictates health isn't genetic code, but ZIP code."

– Scott Serota, president and CEO, BCBSA and chairman of the board, BCBS InstituteSM

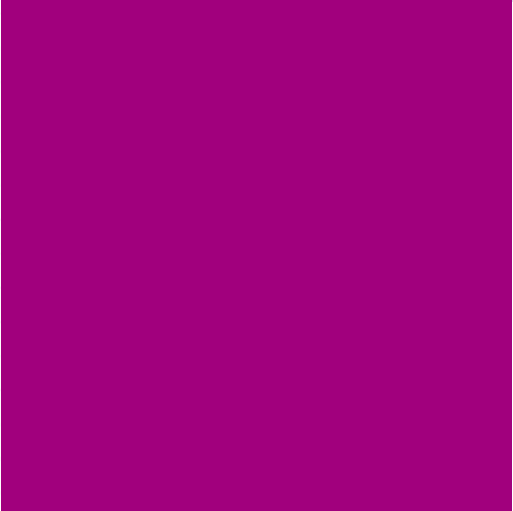
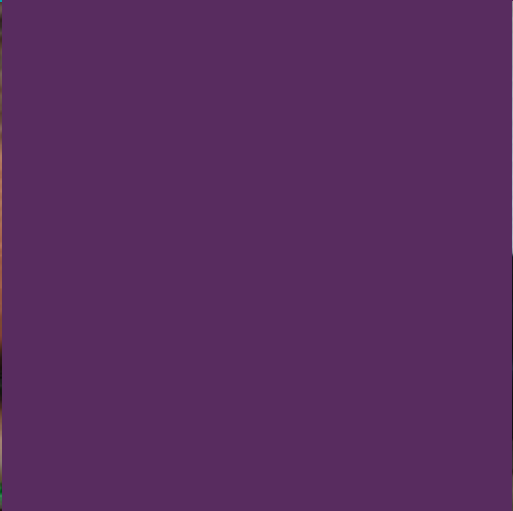
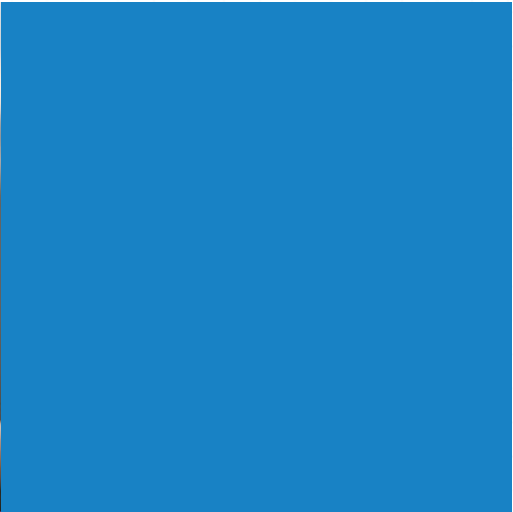
The health of America

Health by zip code



We're all different

Who are your employees and what are their needs?



What are major areas of concern?

National statistics on prevalent diseases among Americans

30.3M

With diabetes



1 in 3

With high blood pressure



610K/year

Die from heart disease



3.1M

Women have a history
of breast cancer

1 in 8

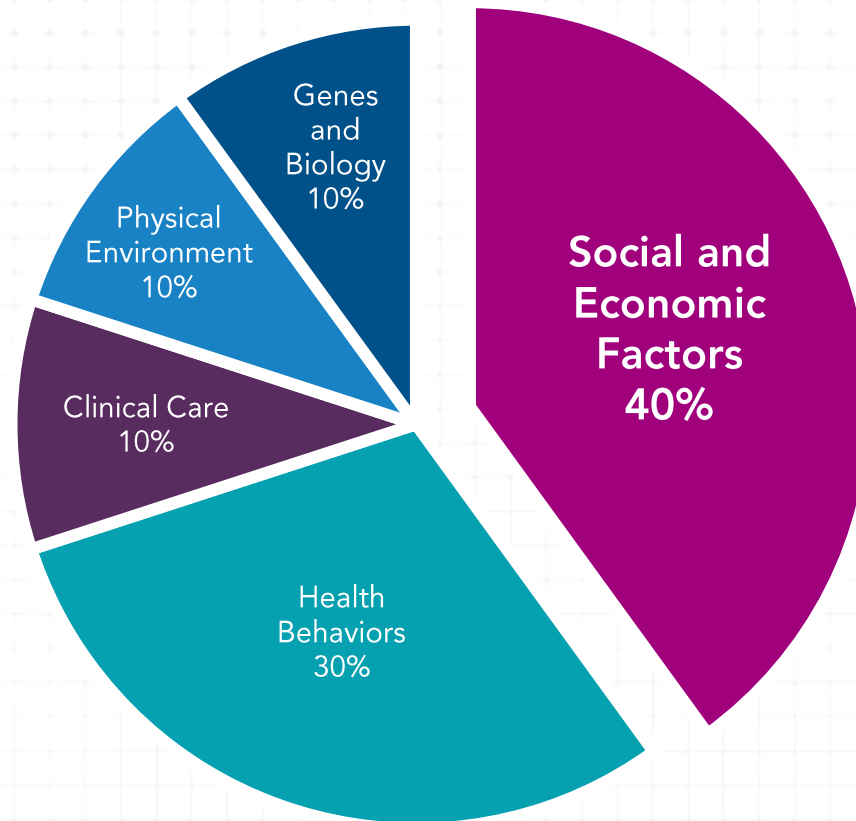
Women will develop
invasive breast cancer

11M

With COPD

Consider what creates health

Determinants of health

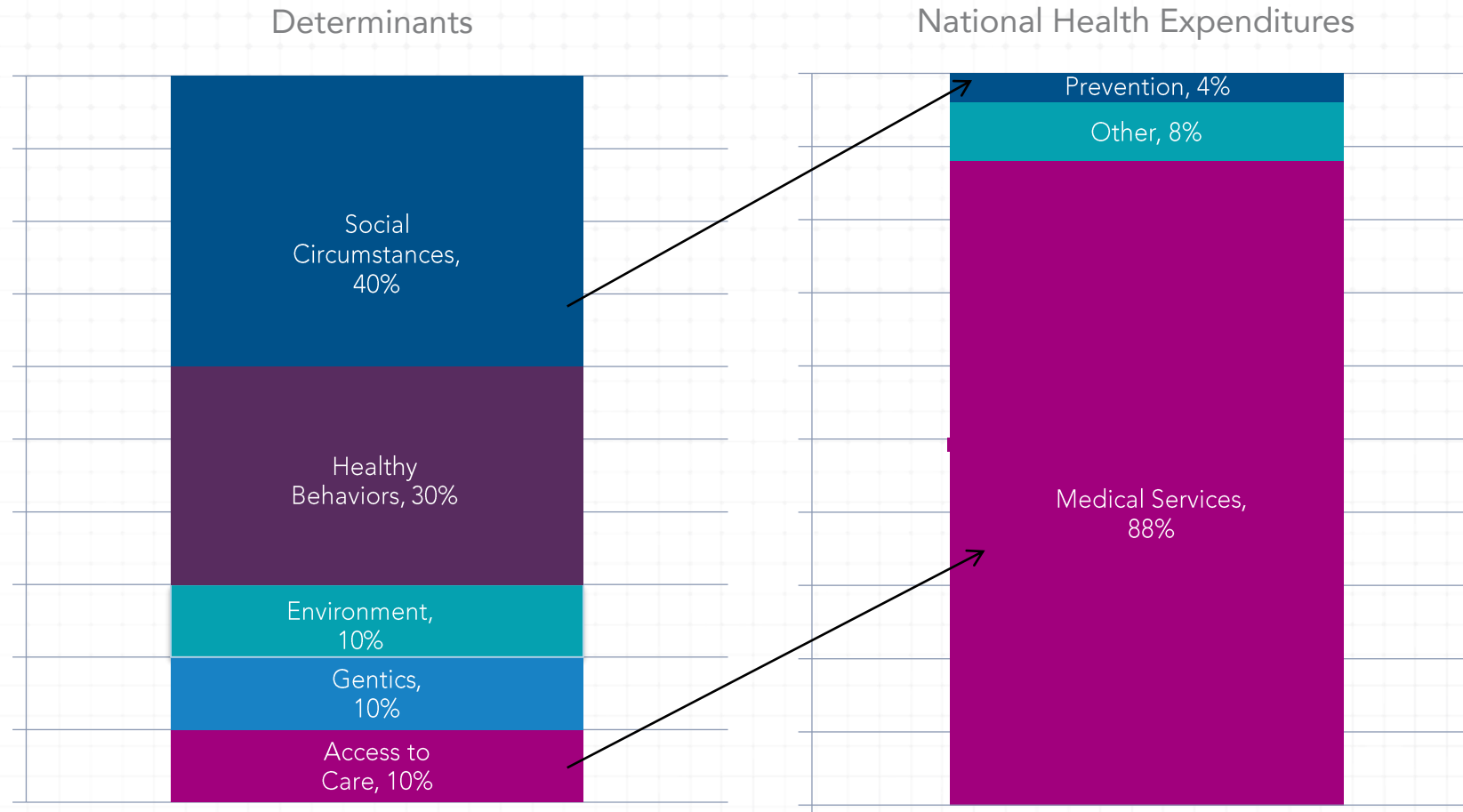


Determinants of Health Model based on frameworks developed by: Tarlov AR. *Ann N Y Acad Sci* 1999; 896: 281-93; and Kindig D, Asada Y, Booske B. *JAMA* 2008; 299(17): 2081-2083.

World Health Organization. Ottawa charter for health promotion. International Conference on Health Promotion: The Move Towards a New Public Health, November 17-21, 1986 Ottawa, Ontario, Canada, 1986. Accessed July 12, 2002 at <http://www.who.int/hpr/archive/docs/Ottawa.html>.

Spending mismatch

Health care and other key determinants of health



Source: NEHI, 2012

Determinants of health

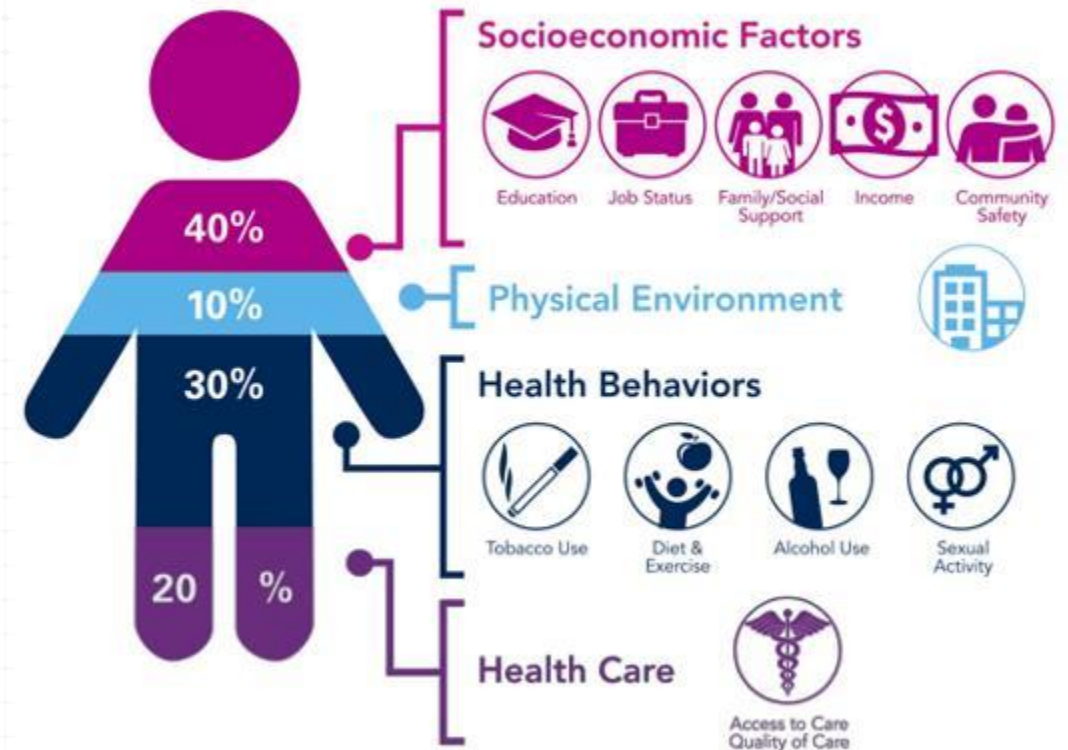
Looking beyond just medical care

Achieving health requires more than just controlling disease

- 20% of a person's health and well-being is tied to medical care
- 80% of health outcomes is determined by physical environment, social determinants and behavioral factors
 - 40% Socio-economic Factors
 - 10% Physical Environment
 - 30% Health Behaviors

SDOH Impact

- 20% of a person's health and well-being is related to access to care and quality of services
- The physical environment, social determinants and behavioral factors drive 80% of health outcomes



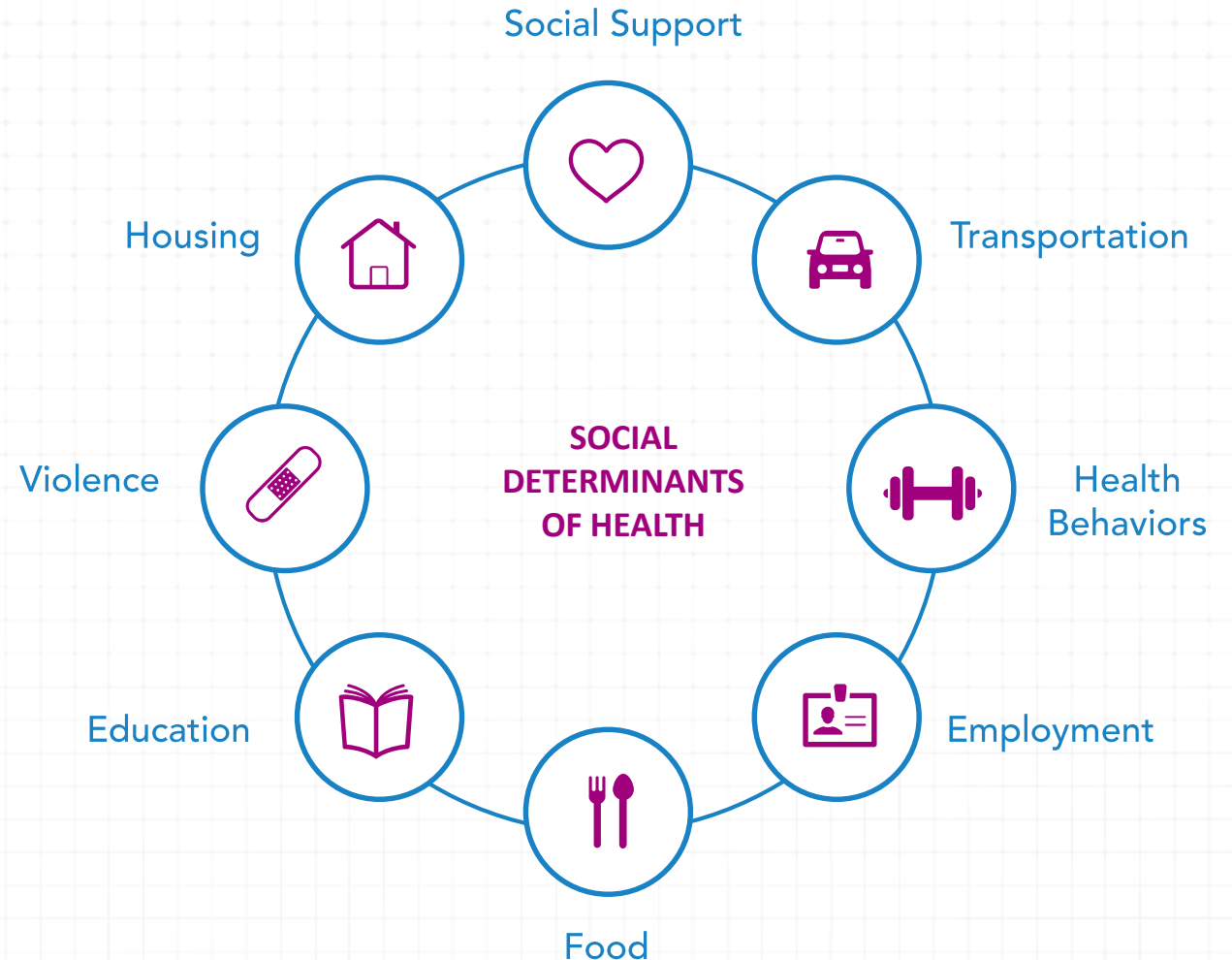
Social determinants of health

What factors into our overall health and well-being?

- Biology and genetics
- Individual behavior
- Social environment
- Physical environment
- Health services

Social Determinants of Health:

The circumstances in which people are born, grow up, live, work and age, and the systems put into place to deal with illness.



Our current environment

And why social determinants of health matter

CURRENT ENVIRONMENT

Social determinants of health are circumstances in which people are born, grow up, live, work and age, and the systems put into place to deal with illness

1.5M

Individuals experience homelessness

3.6M

People cannot access medical care due to lack of transportation

40M

People face hunger

11.8%

Of households are food insecure

Addressing specific diseases

Environment and behavior matter for healthy outcomes

Outcome	Combined	Socioeconomic	Behavioral	Health system
Coronary artery disease	0.74	0.66	0.36	0.11
Overall health index	0.74	0.64	0.19	0.10
COPD	0.73	0.64	0.47	0.15
Hypertension	0.72	0.65	0.47	0.20
Diabetes	0.66	0.59	0.31	0.21
High cholesterol	0.61	0.56	0.13	0.06
Breast cancer	0.52	0.50	0.07	0.07
Hyperactivity	0.47	0.36	0.05	0.12
Depression, etc.	0.44	0.41	0.13	0.14
Lung cancer	0.43	0.41	0.08	0.02
Substance abuse	0.40	0.36	0.13	0.10

Sources: BCBS, Moody's Analytics

Blue Cross Blue Shield Association, December, 2017

70% - 80%

of health outcomes
attributed to an
individual's
environment and
behavior.

Social determinants of health

Five key areas

1

2

3

4

5

Economic
Stability

Neighborhood and
Built Environment

Health and
Health Care

Social and
Community Context

Education

Social determinants of health

5 key areas

ECONOMIC STABILITY

- Employment
- Income
- Expenses
- Debt
- Medical Bills
- Support

NEIGHBORHOOD & PHYSICAL ENVIRONMENT

- Housing
- Transportation
- Safety
- Parks
- Playgrounds
- Walkability

EDUCATION

- Literacy
- Language
- Higher Education
- Vocational Training
- Early Childhood Education

FOOD

- Hunger
- Access to Healthy Options

COMMUNITY & SOCIAL CONTEXT

- Social Integration
- Community Engagement
- Support Systems
- Discrimination

HEALTH CARE SYSTEMS

- Health Coverage
- Provider Availability
- Provider Linguistic & Cultural Competency
- Quality of Care

Economic stability

Average income levels

Why this matters:

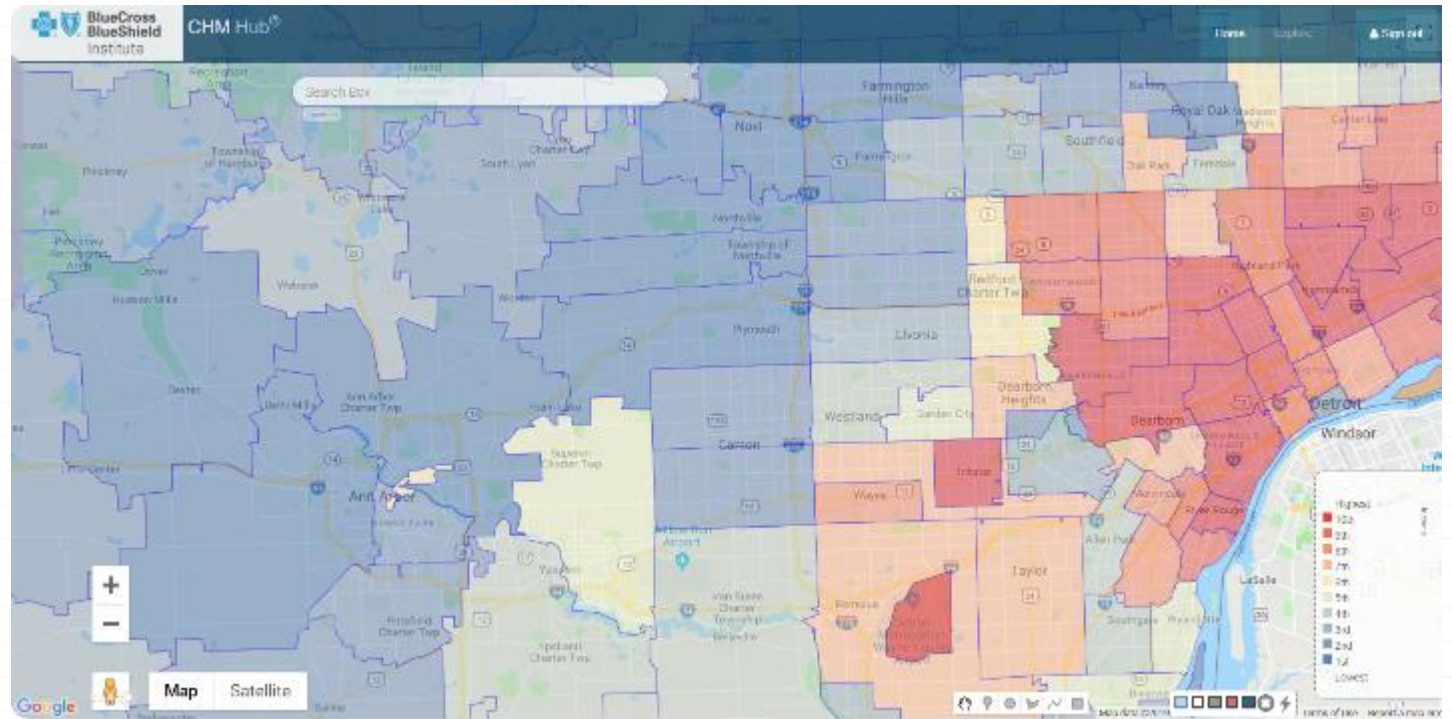
Most people have limited resources to pay for healthy foods, gym memberships, medications, and medical care

People with chronic conditions “stretch out” their medications – and don’t take them as prescribed – to try and save money

What you can do:

Review your salary bands within your organization to help employees afford OOP expenses

If offering an HSA plan, fund it early in the year to provide immediate access for your employees



2017 average household
income before taxes:

\$73,573

2017 average
annual expenses:

\$60,060

Neighborhood & physical environment

Transportation, housing, safety

Why this matters:

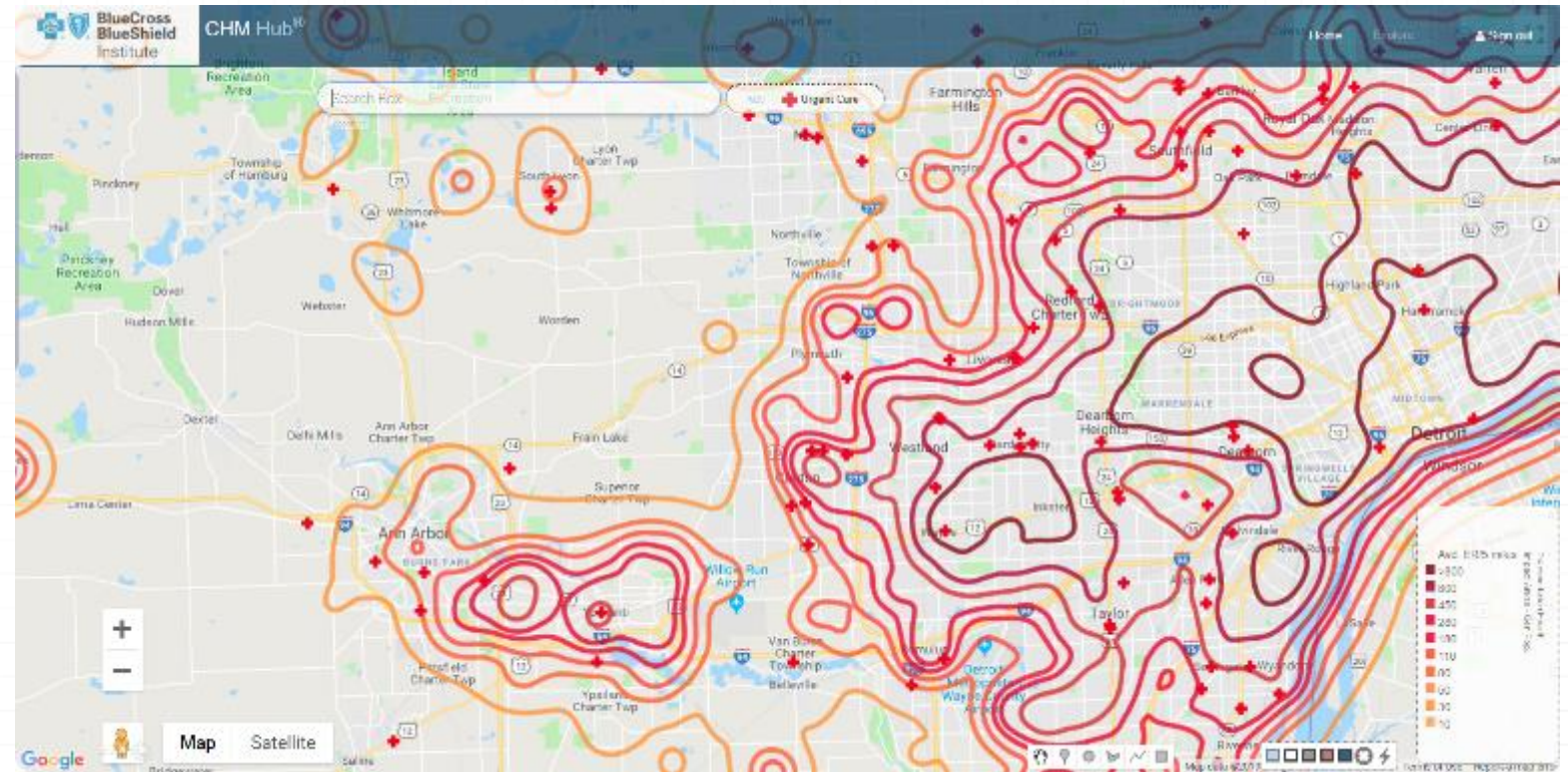
Difficulty in transportation access can impact the use and frequency of health care providers

Non-compliance in health care increases avoidable ER Utilization

What you can do:

Educate your employees about immediate care services available to them

Identify employees that may benefit from a transportation solution



Education

Non-completion of primary education – 12th grade

Why this matters:

Health and health care are complex and hard to understand

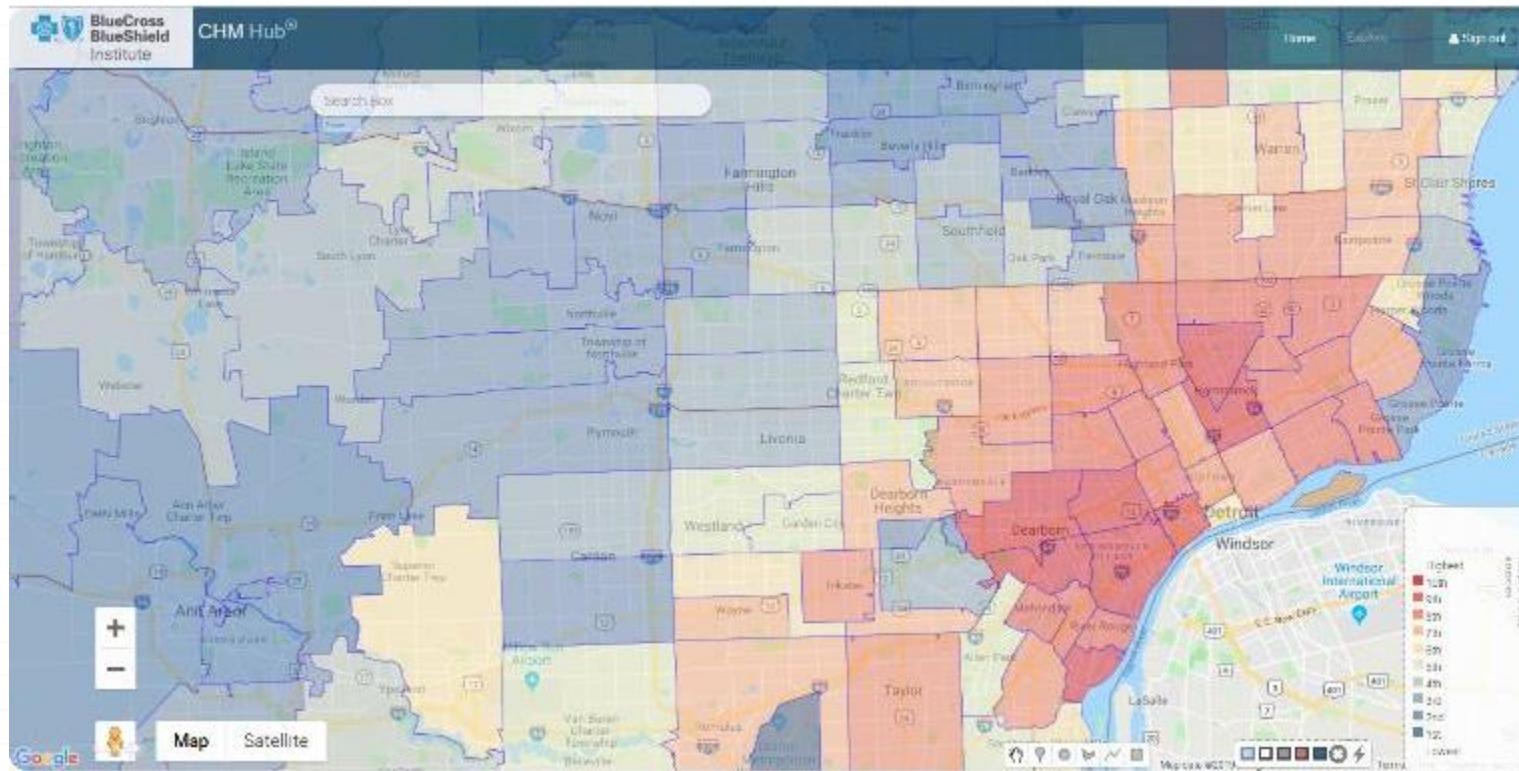
Dealing with a chronic condition can be frustrating and overwhelming

What you can do:

Modify your level of education to meet your employees' needs about their health

Emphasize the importance of flu shots and other preventive screenings

Offer access to additional information and resources to help them manage their health



2016-2017
Percentage in MI: 20%

Education

Hypertension prevalence increases as health literacy decreases

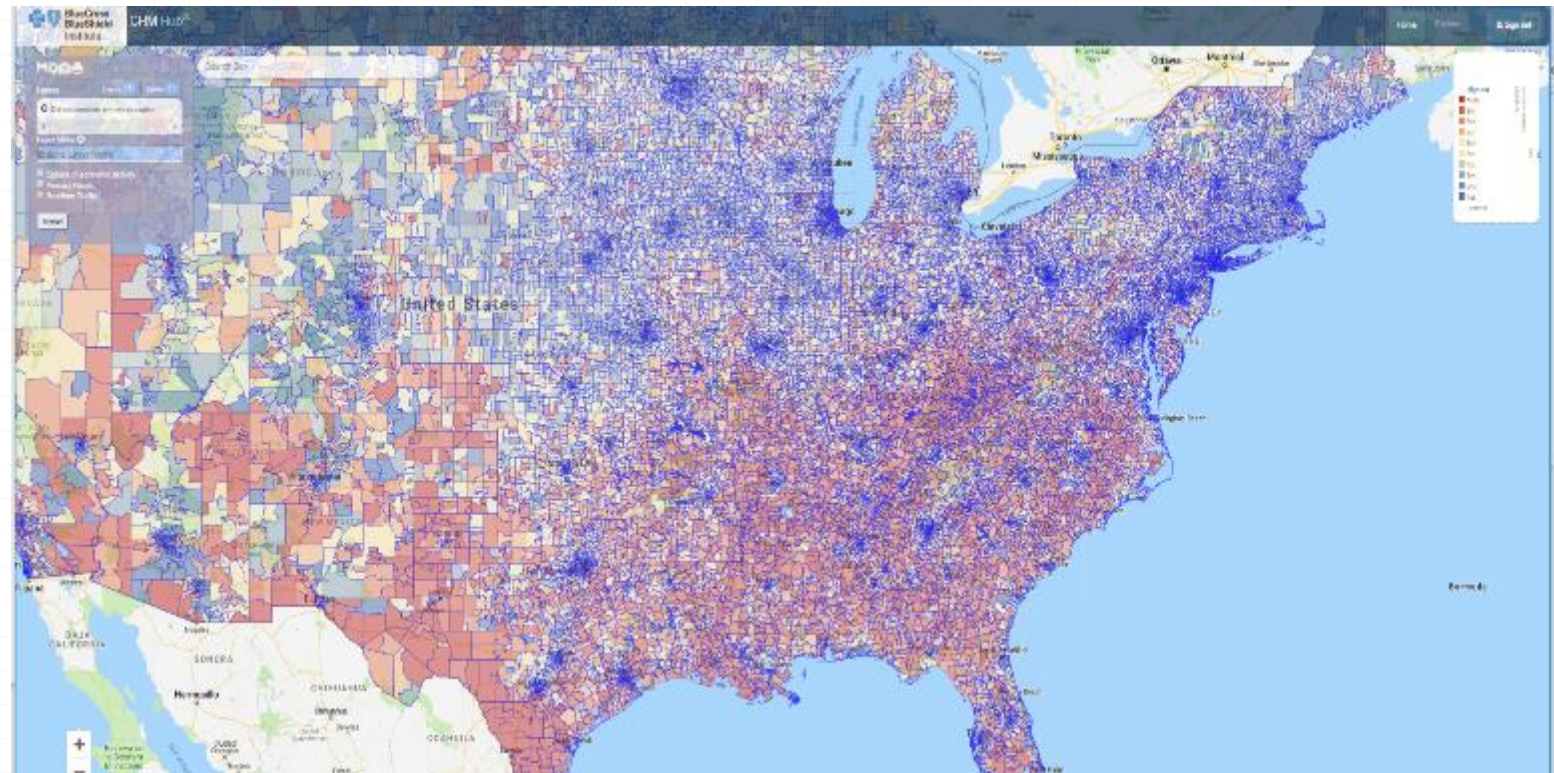
Why this matters:

Low health literacy is the most salient social determinant of health associated with elevated hypertension prevalence

What you can do:

Modify your level of education to meet your employees' needs about their health

Offer access to additional information and resources to help them manage their health



Access to food

Nutrition deserts

Why this matters:

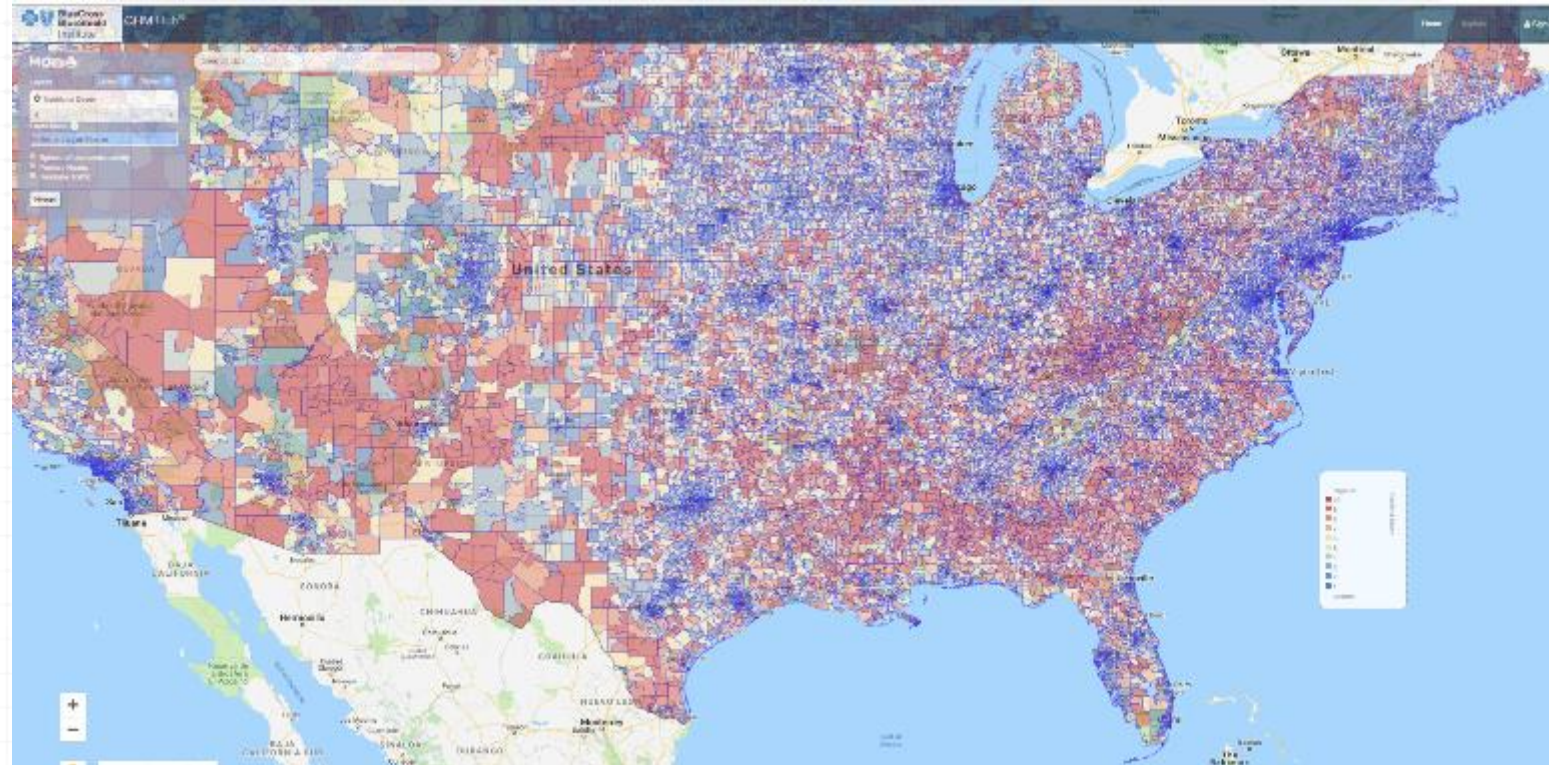
Many people don't have convenient access or funds to purchase healthy food

Those with chronic conditions need to maintain healthy diets with fresh, whole foods

What you can do:

Ensure that your on-site food service provides a variety of healthy, affordable options for your employees

Educate your employees about online services or other convenient options to purchase healthy foods



Community and social context

Community resources – pharmacy

Why this matters:

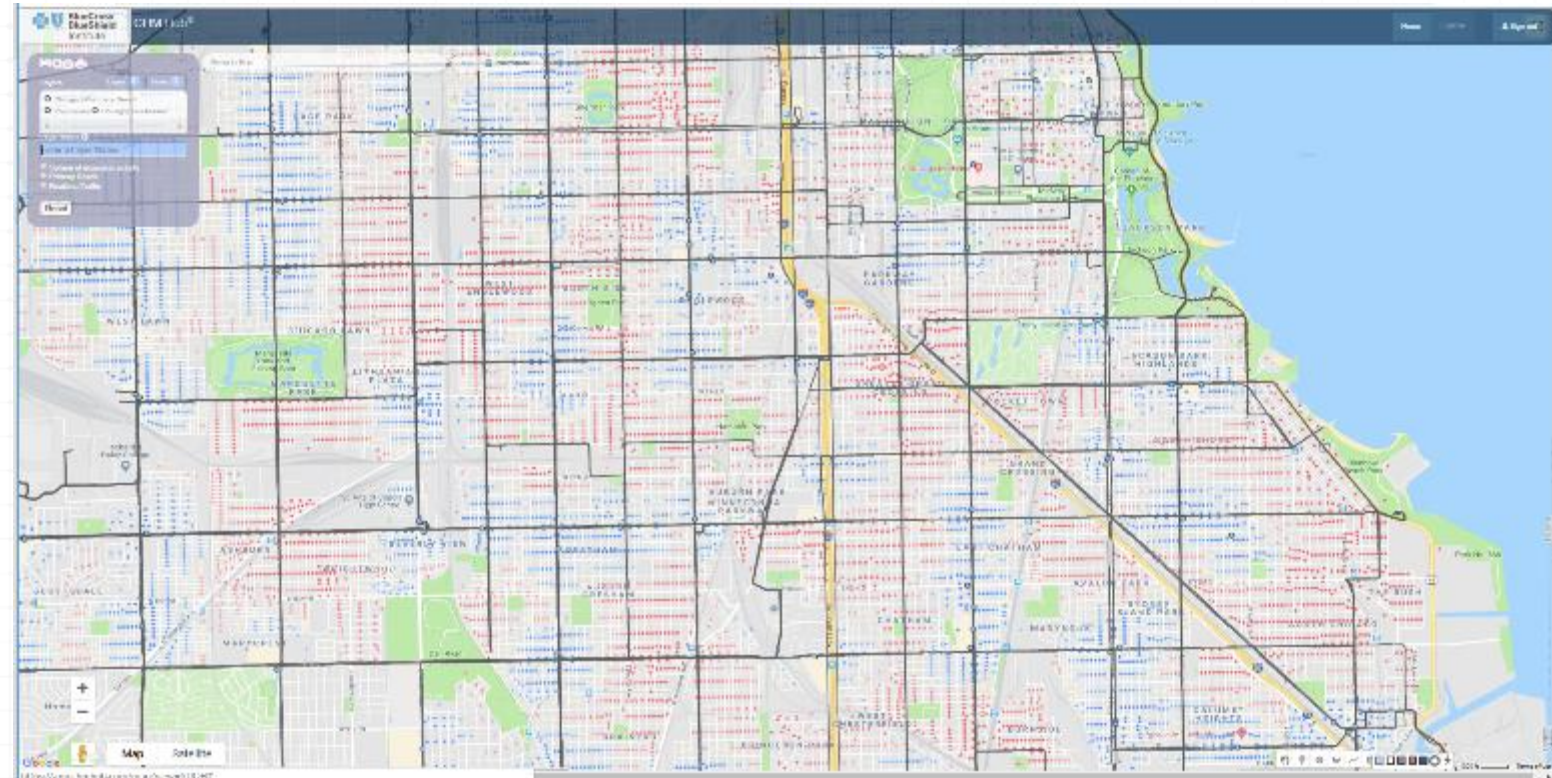
Limited access to pharmacies is associated with poor adherence

Those with chronic conditions need to maintain medication adherence to prevent premature progression

What you can do:

Provide increase access to medications through rides or mail

Enhance tailored communication to target communities



Access to health care

Zip code matters

Why this matters:

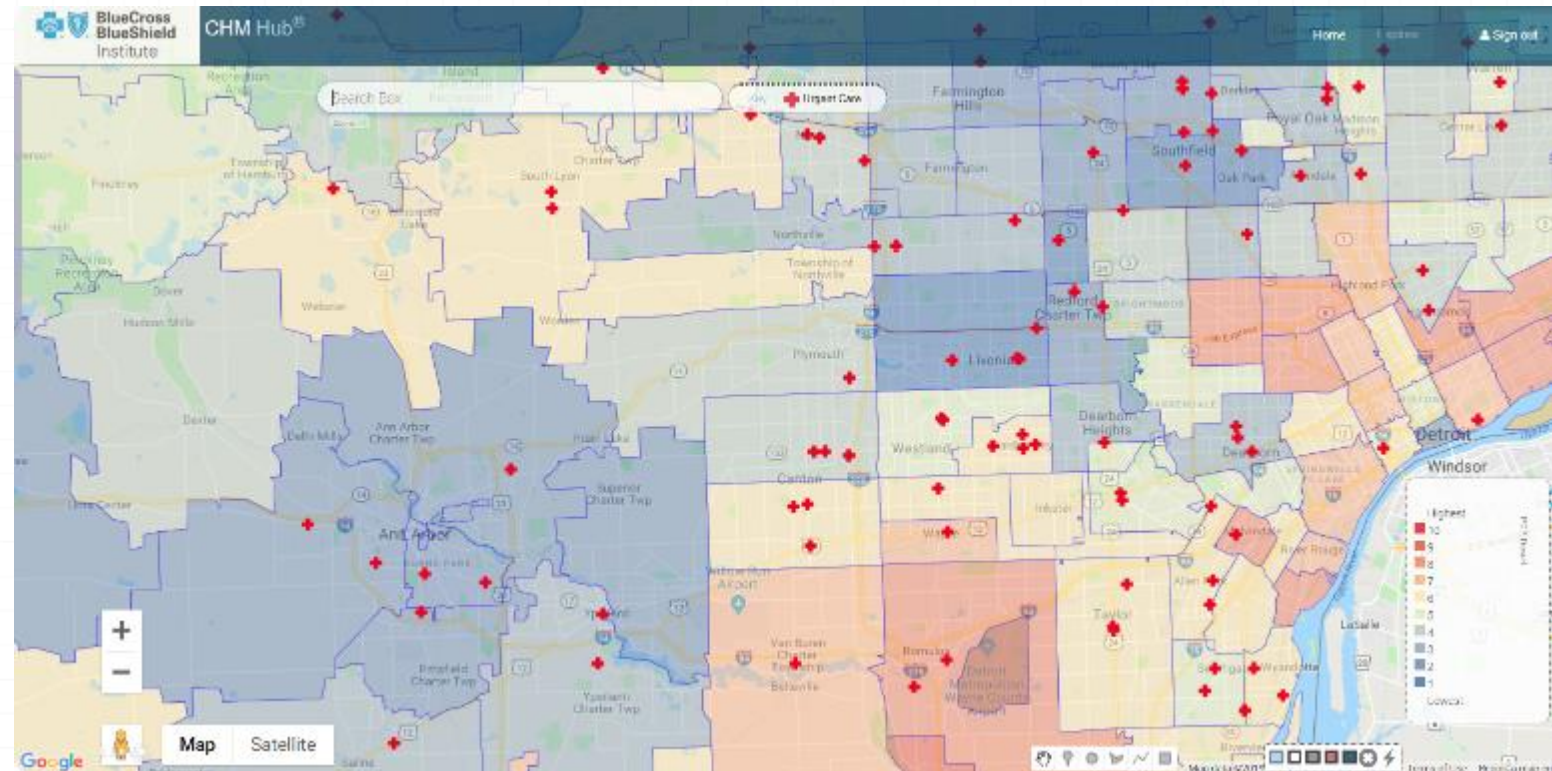
Rural areas have limited access to medical facilities

People tend to call an ambulance or drive to an ER unnecessarily

What you can do:

Offer online visits as a convenient option for immediate, non-emergent care

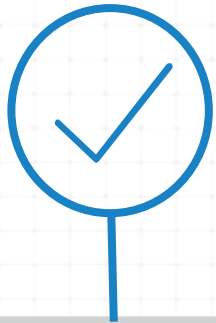
Educate your employees about immediate care services available to them



What Blue Cross is doing

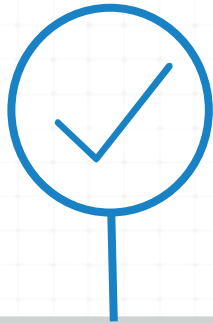
National efforts

BCBS INSTITUTE



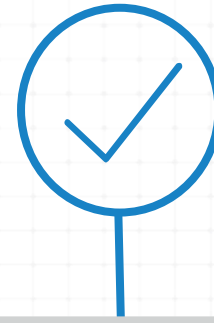
Addressing
nutrition deserts

—
foodQSM



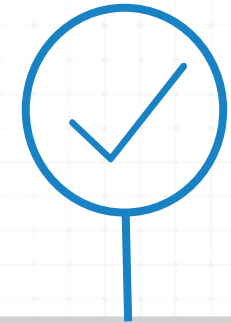
Overcoming
transportation deserts

—
rideQSM



Tackling
fitness deserts

—
fitQSM

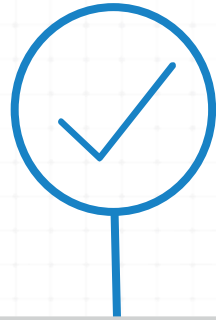


Insights into hidden
health infrastructure

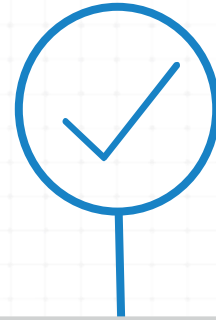
—
CHM Hub[®]

What Blue Cross Blue Shield of MI is doing

Using social determinants data to deliver member-centric care



Care
Management



Clinical Solutions

National organizations

HealthyPeople.Gov

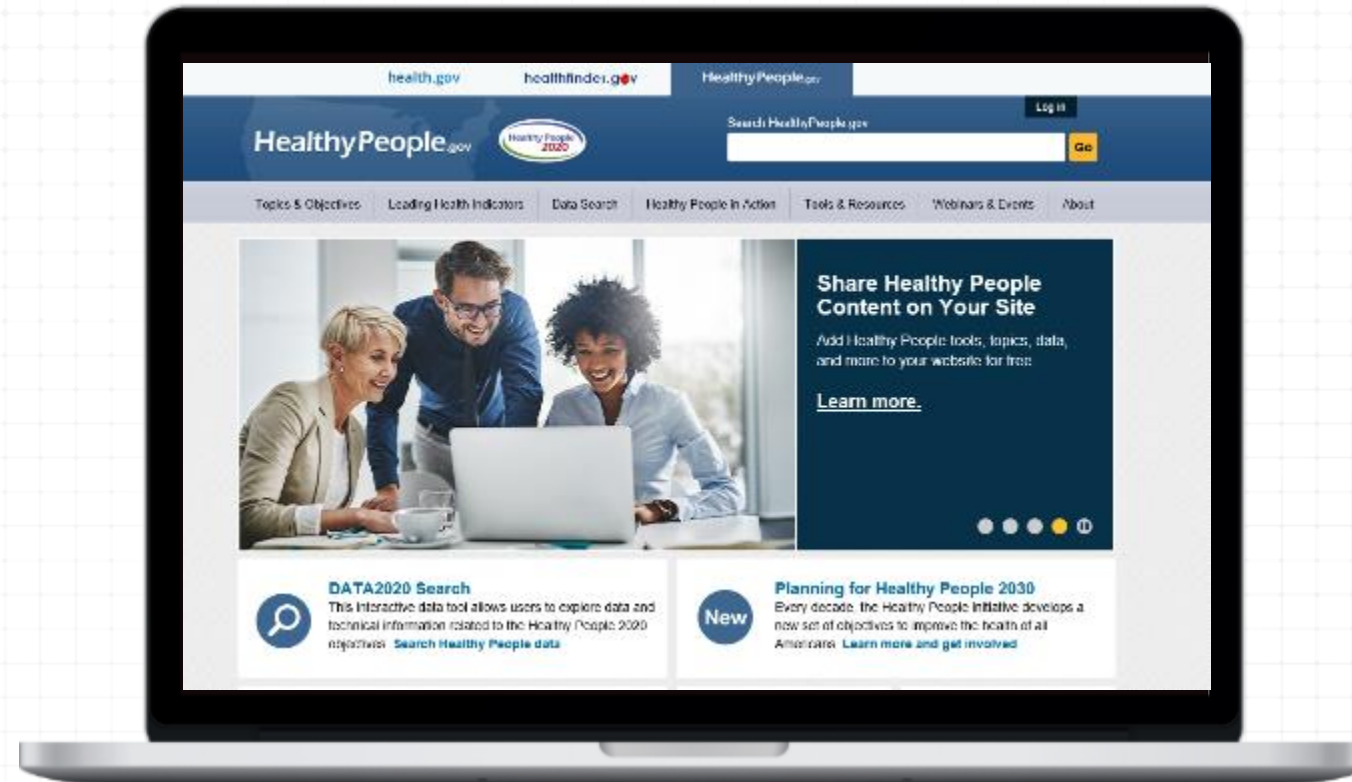
Initiative from the Office of Disease Prevention and Health Promotion

Science-based, 10-year national objectives for improving the health of all Americans

Uses determinants of health to improve population health

Establishes benchmarks and monitored progress over time in order to:

- Encourage collaborations across communities and sectors
- Empower individuals toward making informed health decisions
- Measure the impact of prevention activities



Partnering with public health

Affordable local resources and services for your organization

Community public health departments offer a variety of services to:

- ✓ Prevent the spread of disease
- ✓ Ensure a safe and clean environment
- ✓ Promote and encourage healthy behaviors
- ✓ Prepare for emergencies
- ✓ Ensure accessibility of health services

Partner with a public health department in your community to explore what services are available for you and your employees

LOCAL EXAMPLES

Detroit Health Department: <https://detroitmi.gov/departments/detroit-health-department>

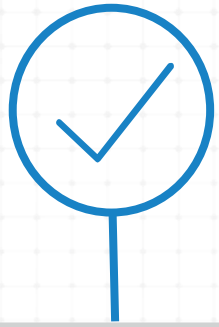
Oakland County Health Division: <https://oakgov.com/health>

Wayne County Health Department: www.waynecounty.com/mygovt/hhs/publichealth/default.aspx

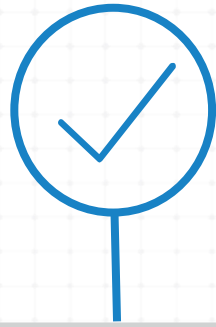
Health Department Washtenaw County: <https://www.washtenaw.org/health>

Kent County Health Department: <https://www.accesskent.com/Health/>

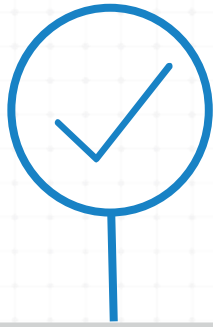
What you can do



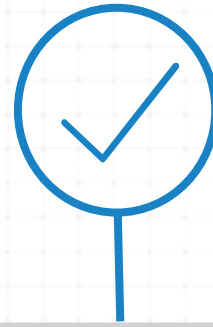
Understand the needs and challenges of your employees



Ensure your policies allow your employees to have the time and resources to maintain their health



Educate your employees about local access for healthy food, transportation, and other community resources available to them



Spur a culture of well-being and community involvement

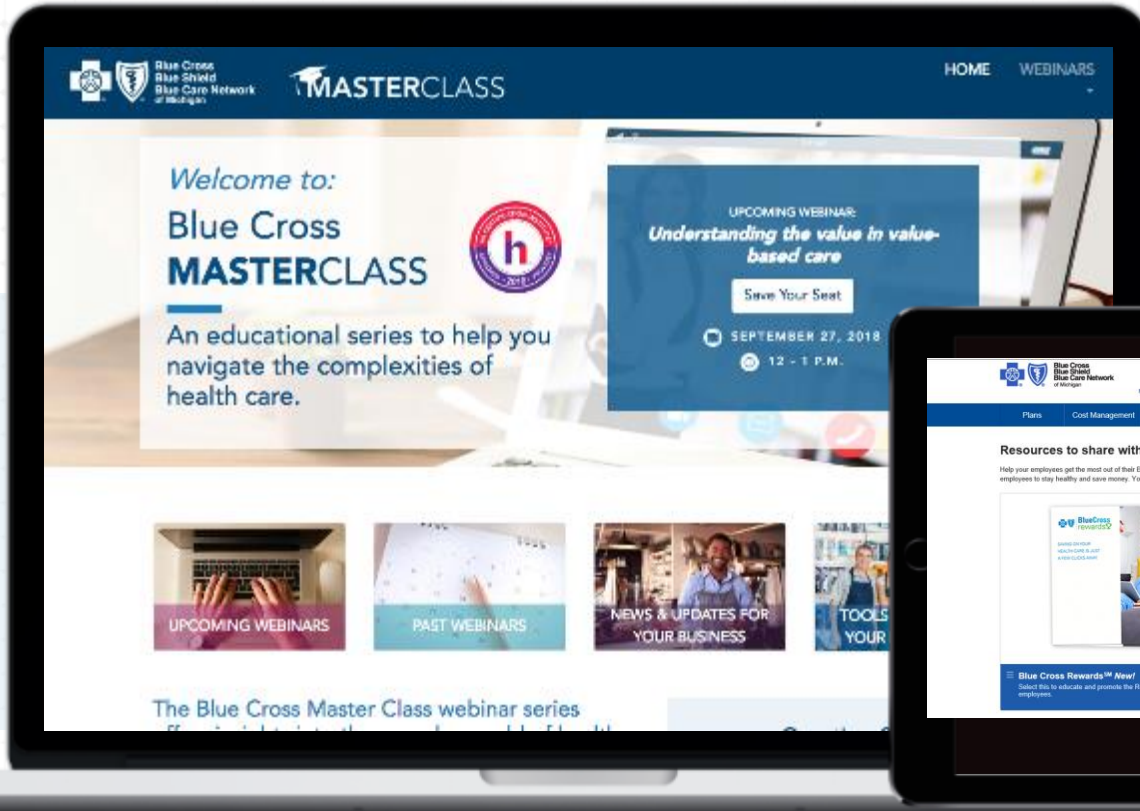


Partner with local public health departments for affordable or free health resources for your business and your employees



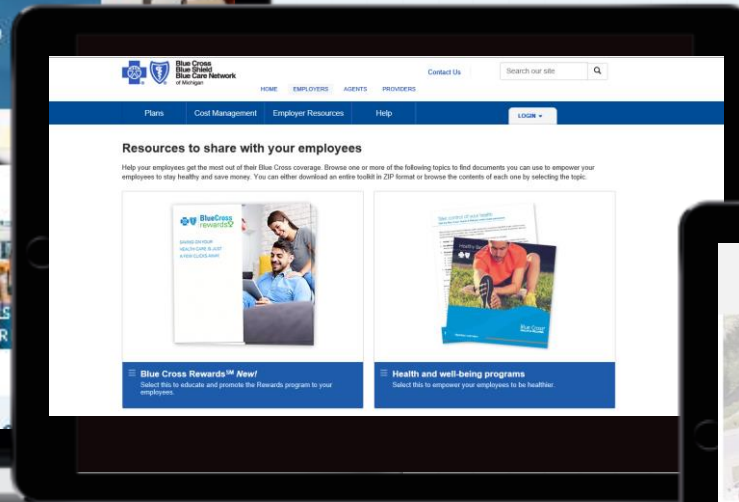
Contact your Blue Cross representative for more information

For more information



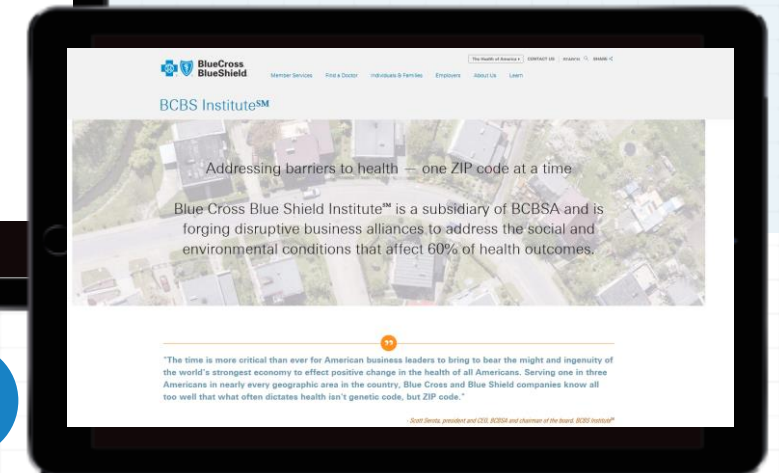
1

Visit bcbsmmasterclass.com – webinar recording and presentation, CE credit instructions and information for next month's class



2

Visit bcbsm.com/engage – resources for your employees



3

Visit bcbs.com/institute – for national Blue Cross information

MASTERCLASS

Thank you.



This activity has been approved for 1 HR recertification credit hour through HR Certification Institute®.

This program is valid for 1 PDCs for the SHRM-CPSM or SHRM-SCPSM.

