Sourcing and Utilizing SDOH Data for Whole Person Care
March 25, 2021
POLL QUESTION

Are you aware of how SDOH data is collected and used in your state?
Housekeeping

- All participants are muted

- Submit your questions in the Q&A box

- You can upvote a question by clicking the thumbs up icon

- We will answer as many questions as time allows and follow up the unanswered questions

- Use the chat box for technical difficulties and other questions / comments
Agenda

2:00 - 2:10 pm Welcome & Introductions
Jennifer Covich Bordenick, Chief Executive Officer, eHealth Initiative & Foundation

2:10 - 2:45 pm Panel Discussion - Moderated by Jennifer Covich Bordenick
Diana Zuskov, Director, Market Planning/Strategy, Govt Healthcare & Public Health Lexis Nexis
Gary Sing, Director of Delivery System Investment and Social Services Integration MassHealth
Chris Chen, MD, Medical Medicaid Director Washington State Health Care Authority
Stephanie Bennett, MPH, State Health IT Coordinator, Office of eHealth Innovation State of Colorado

2:45 - 2:55 pm Audience Q&A

2:55 - 3:00 pm Closing Thoughts
# eHealth Initiative Members

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<th>ACP</th>
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<td>Nextgen Health</td>
<td>Northwell Health</td>
<td>Northwell Health</td>
<td>OhioHealth</td>
<td>ONC Health</td>
<td>ORION Health</td>
<td>Point of Care Partners</td>
<td>Providence St. Joseph Health</td>
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<td>SHIEC</td>
<td>Strategic Health Information Exchange Collaborative</td>
<td>Sonora Quest Laboratories</td>
<td>Strategic Interests</td>
<td>SureScripts</td>
<td>Tapestry</td>
<td>The Commons Project</td>
<td>UChicago Medicine</td>
<td>UnitedHealthcare</td>
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Our Work

EDUCATION
- Expert Roundtables
- Education Programs
- Webinars, Workshops
- Networking
- Receptions
- Surveys Reports

ADVOCACY
- Recommendations
- Privacy Policy
- Comment Letters
- Policy Steering Committee (PSC)
- Capitol Hill Briefings
- HHS, FTC, OCR, Relationships
- Hill Meetings

THOUGHT LEADERSHIP
- Expert Roundtables
- Advisory Boards, Workgroups
- Grants/Partnerships
- HHS, FTC, OCR, Relationships
- Surveys, Reports
- Expert Faculty

www.ehidc.org
Current Critical Issue Areas

- Consumer Privacy for Health Data
- Virtual Care
- Analytics, Social Determinants of Health (SDOH) & Artificial Intelligence
- COVID-19 Best Practices & Education

www.ehidc.org
Recent Forums & Webinars

COVID-19
- Rapidly Deployed Remote Monitoring for COVID-19
- COVID-19 and Beyond: Telepsychiatry Best Practices and Regulatory Priorities
- Fitbit Talks About Population Health Initiative During COVID-19 Pandemic
- How the Pandemic Influences Consumer Health Behavior
- After the Curve Flattens: What’s Next for Healthcare and COVID-19

Telehealth & Policy
- Maturing Virtual Care in the AI/AN Communities
- Addressing Capacity and Cashflow with Virtual Care
- How to Grow Your Practice with Reimbursement Considerations
- Telehealth during COVID-19: New Strategies on How Physicians are Addressing the Outbreak

Privacy
- What’s Ahead in 2020 for Consumer Privacy?
- HIPAA: What’s Covered and What’s Not Covered?
- Changes to Privacy Policies and Regulations in the Face of the Coronavirus Pandemic - eHI Privacy and Security Webinar Series
- Key Survey Findings from the State of Patient Matching in America
2020 Publications

- Building a Modern Health Care System: Recommendations from the COVID-19 Federal Policy Work Group
- Supporting American Indian & Alaskan Native Communities Combating COVID-19
- Understanding Data Gaps, Needs, and Strategies 2020
- Proposed Consumer Privacy Framework for Health Data
- Draft for Public Feedback
- Executive Summary of Final Rule
- Executive Summary of Final Rule
- Executive Summary of Final Rule
- Insights from Pharmaceutical Manufacturers & Payors: Accelerating Access to Essential Health Care and Advancing Health Equity
- Examples from the Field 2020
- Assessing eHI’s Guiding Principles for Ethical Use of SDOH Data During COVID-19

Visit www.ehidc.org for more information.
Important Dates

Webinars
- April 1 - Federal Effort Aims to Standardize Addresses to Improve Patient Matching
- April 6 - Vaccination Scheduling, Administration, and Documentation in a Digital World
- April 14 - COVID-19: Lessons Learned that Can Be Applied to Value-Based Care

Workgroups
- April 22 - SDOH/Data Analytics Workgroup
- April 20 - Policy Workgroup

For a full list of virtual events: https://www.ehidc.org/events
Thank You to the Sponsor
Moderator

Jen Covich Bordenick
CEO
eHealth Initiative and Foundation

Panelists

Diana Zuskov
Director, Market Planning/Strategy, Government Healthcare & Public Health Lexis Nexis Risk Solutions

Dr. Chris Chen
Medical Medicaid Director
Washington State Health Care Authority

Gary Sing
Director of Delivery System Investment and Social Services Integration
MassHealth

Stephanie Bennett, MPH
State Health IT Coordinator, Office of eHealth Innovation
State of Colorado

www.ehidc.org
LexisNexis Government Healthcare

Data Management
- Patient Matching (EMPI/MCI)
- Data Hygiene/Warehousing

Data Enrichment & Intelligence
- Best Contact & Address
- COVID Contact Tracing
- Risk Stratification
- Social Determinants of Health

Eligibility & Program Integrity
- Patient Identification and Authentication
- Device Assessment
- Benefit Enrollment
- Identity Verification & Fraud Prevention
- Claims Fraud Detection & Analytics

Provider Network Management
- Provider Directory
- Program Integrity
- Provider Screening/Enrollment
- Network Management/Adequacy

78B+ Public Records
10,000 Data Sources
290M Cell Phones
800M Email Addresses
6.5B Vehicle Registrations
622M Criminal Records
1.29B Bankruptcy Records
6.3B Property Records

283M Active Unique Identities
9.5M Healthcare Providers
Whole Person Care Starts With Whole Person Data *(Infrastructure)*

1. **Interoperable Data Sharing**
   Combine clinical, social, and programmatic data across databases

2. **One Person Across Databases**
   Master Client/Patient Index links identities across databases to create a complete data story for each person.

3. **Provide Context**
   Enrich with data outside of the healthcare environment.
SDOH Happens Outside of Healthcare System
Look outside your data to fill in gaps

**Socio Economic Attributes**
- 400+ attributes validated to impact health cost & outcomes
- Risk models & scores

**Demographics**
- Updated contact info
- Best phone number
- Relationships, relatives

**Program Data**
- Benefits/eligibility
- Self-report screener
- Clinical history

Non-traditional public records data provides socio-demographic and determinant data. Complements self-report & provides ongoing data collection for changes in status.
Thank You!

Diana Zuskov
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Director, Market Planning
Government Healthcare & Public Health
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Sourcing and Utilizing Social Determinants of Health Data for Whole Person Care

Massachusetts Medicaid (MassHealth)

Gary Sing, PhD
Director of Delivery System Investment and Social Services Integration, MassHealth
March 25, 2021
MassHealth Approach to Health-Related Social Needs for ACOs

1. **Create Right Incentives to Pay Attention to HRSNs**
   - ACO TCOC Accountability
     - Including SDH variables in risk adjustment of TCOC benchmark (e.g., unstable housing, neighborhood stress score)

2. **Identify HRSNs**
   - ACOs contractually required to annually screen for HRSNs
   - HRSN screening quality measure in ACO measure slate

3. **Connect Members to Services to Address HRSNs**
   - ACOs required to connect members to services for HRSNs
   - Establishment of companion care coordination program

4. **Pay for Services to Address HRSNs**
   - Launch $149M Flexible Services pilot program (collecting data to evaluate effectiveness of program)
   - Include certain housing supports in benefit

5. **Provide Supports for Success**
   - Give infrastructure funding to CBOs delivering Flex Services
   - Making Flexible Services and SDH TA available to ACOs
   - Providing to ACOs lists of members in the “SNAP Gap”

Blue font denotes key SDH-related data topics.
Sourcing and Utilizing Social Determinants of Health Data for Whole Person Care

eHI Webinar
March 25, 2021
The state’s largest health care purchaser

We purchase health care for more than 2.5 million Washington residents through:

- Apple Health (Medicaid)
- The Public Employees Benefits Board (PEBB) Program
- The School Employees Benefits Board (SEBB) Program

We purchase care for 1 in 3 non-Medicare Washington residents.
Collaborating with social services partners

Washington State Social and Health Services Integrated Client Databases
Established and Maintained by the DHS Research and Data Analysis Division

SOURCE DATA

- **Department of Social and Health Services**
  - Aging and Long-Term Support
    - Nursing Facilities
    - In-Home Services
    - Community Residential
    - Functional Assessments
  - Behavioral Health
    - Child Study Treatment Center
  - State Hospitals
  - Developmental Disabilities
    - Case Management
    - Community Residential Services
    - Personal Care Services
    - Residential Habilitation Centers and Nursing Facilities
  - Economic Services
    - Food Stamps
    - TANF and State Family Assistance
    - General Assistance
    - Child Support Services
    - Working Connections Child Care
  - Vocational Rehabilitation
    - Medical and Psychosocial Services
    - Training, Education, Supplies
    - Case Management
    - Vocational Assessments Job Skills

- **Washington State Health Care Authority**
  - Medical Assistance
    - Medical Eligibility
    - Managed Care Enrollment
    - Hospital Inpatient/Outpatient/ED
    - Physician Services
    - Prescription Drugs
    - Medical Equipment
    - Dental Services
    - Laboratory
    - Health Conditions
  - Behavioral Health
    - Mental Health Risk Factors and Services
    - Substance Use Disorder Risk Factors and Services
    - Medication-Assisted Treatment for Opiate Addiction

- **Department of Children, Youth and Families**
  - Child Welfare Services
    - Child Protective Services
    - Child Welfare Services
    - Family Reconciliation Services
    - Adoption
    - Adoption Support
    - Child Care
    - Out of Home Placement
    - Voluntary Services
  - Early Learning Services
    - Juvenile Rehabilitation
    - Infant Developmental Services
    - Early Learning Services
    - Juvenile Rehabilitation
      - (Del to mentor from DDS July 1, 2019)
      - Institutions
      - Dispositional Alternative
      - Community Placement
      - Parole

Data is linked and secured by RDA in an integrated client data repository.

The data is used for a variety of use cases including public reporting, program evaluation, dashboards, predictive modeling, and decision support. Limited datasets can be created for authorized user groups.
WA Medicaid’s Evolving Approach to SDOH data

Generating and Managing SDOH Data
- Establishing/maintaining trust
- Aligning with national standards where possible, allowing flexibility for programmatic needs

Disseminating SDOH Data
- Minimizing reporting burden for clients and utilizing existing data streams
- Supporting Community Information Exchange

Intervening on SDOH Data
- Resource/referral
- Coverage and benefit design
- Incentives/Payment/Risk adjustment
Office of eHealth Innovation

Colorado’s Health IT Strategies and Initiatives to Advance Care Coordination

eHI Webinar: Sourcing and Utilizing Social Determinants of Health (SDOH) Data for Whole Person Care

March 25, 2021
Colorado’s Health IT Roadmap

- OeHI and eHealth Commission: EO 15-008
- Roadmap developed with broad stakeholder input
- 16 Initiatives focused on furthering Health IT
- Significant investments in infrastructure, innovation, governance, and policy
- Advancing Polis-Primavera Priorities
- Colorado’s Health IT Roadmap Refresh. Coming in 2021. Key themes include:
  - Health Equity
  - Public Health
  - Health Information Exchange (HIE)
  - Social HIE/Care Coordination
  - Interoperability
  - Sustainability
  - Behavioral Health
Social-Health Information Exchange (S-HIE) - What is it?

- S-HIE is an interoperable and flexible infrastructure that supports coordinated whole person care defined as physical, social, and behavioral health.
- Regional projects informing a statewide ecosystem and model.
- Alignment with the Gravity Project standards, statewide information governance process.
- Information Governance establishes processes, best practices, and structures for info sharing.