Data Analytics:
Social Determinants of Health

August 19, 2020

Agenda

- Welcome and Introductions
  - Claudia Ellison, Director of Programs and Services, eHI
- Overview of Today's Topic
  - Al Kinel, President, Strategic Interests, LLC
- Discussion:
  - Caroline Coats, VP, Bold Goal & Population Health Strategy, Humana
  - Stephanie Franklin, Population Health Strategy Lead, Bold Goal, Office of Health Affairs & Advocacy, Humana

Workgroup Goals

- This workgroup will identify and share best practices to access and utilize information and analytics to improve care, lower costs, and enhance the care experience.

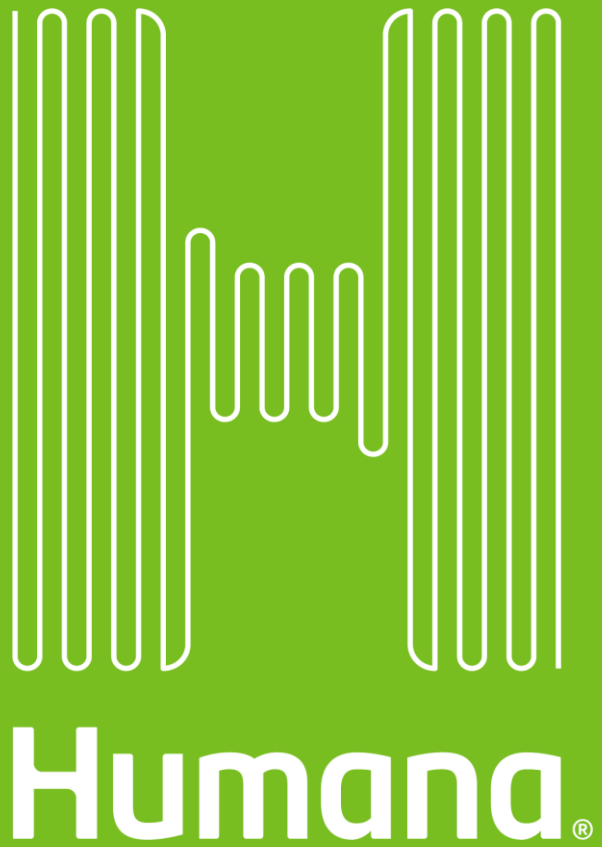
- Prior Year's Scope:
  - **Traditional Sources and Uses** of Data Enabled by Interoperability:
    - Transitions of Care
    - Analytics
    - Clinical and Claims Data
  - **Non-Traditional Sources and Uses** of Data:
    - Genetic Data
    - ***Social Determinants of Data***
    - Diagnostic Imaging
    - Wearables & Patient Generated Health Data
    - Patient Reported Outcomes

eHEALTH INITIATIVE

2020 Workgroup Goals

- This workgroup will identify and share best practices to access and utilize SDOH data into a plan of care and interventions for individuals and communities.

- Topics to cover include:
  - Role of HIEs in SDOH data exchange
  - Categories of Data and Coding Schemes
  - Role of Teleheath, Remote Monitoring, and Patient Reported Data
  - How collaboratives align stakeholders to capture and utilize SDOH
  - Converging Technologies – how they impact and utilize SDOH
  - Policy and operational issues surrounding surveillance and behavior



Social Determinants of Health coding

Data Analytics Workgroup
August 2020

Caraline Coats, Vice President
Bold Goal and Population Health Strategy, Humana

Stephanie Franklin, Population Health Strategy Lead
Bold Goal and Population Health Strategy, Humana

Bold Goal Overview

Our integrated-care strategy centers on simplifying consumer experience and improving health outcomes

Delivering easy and seamless customer experiences

CORE BUSINESSES

HUMANA EDGE

NEW TYPES OF RELATIONSHIPS

Helping members achieve their best health

PRIMARY CARE

SOCIAL DETERMINANTS

PHARMACY

HOME HEALTH

BEHAVIORAL HEALTH

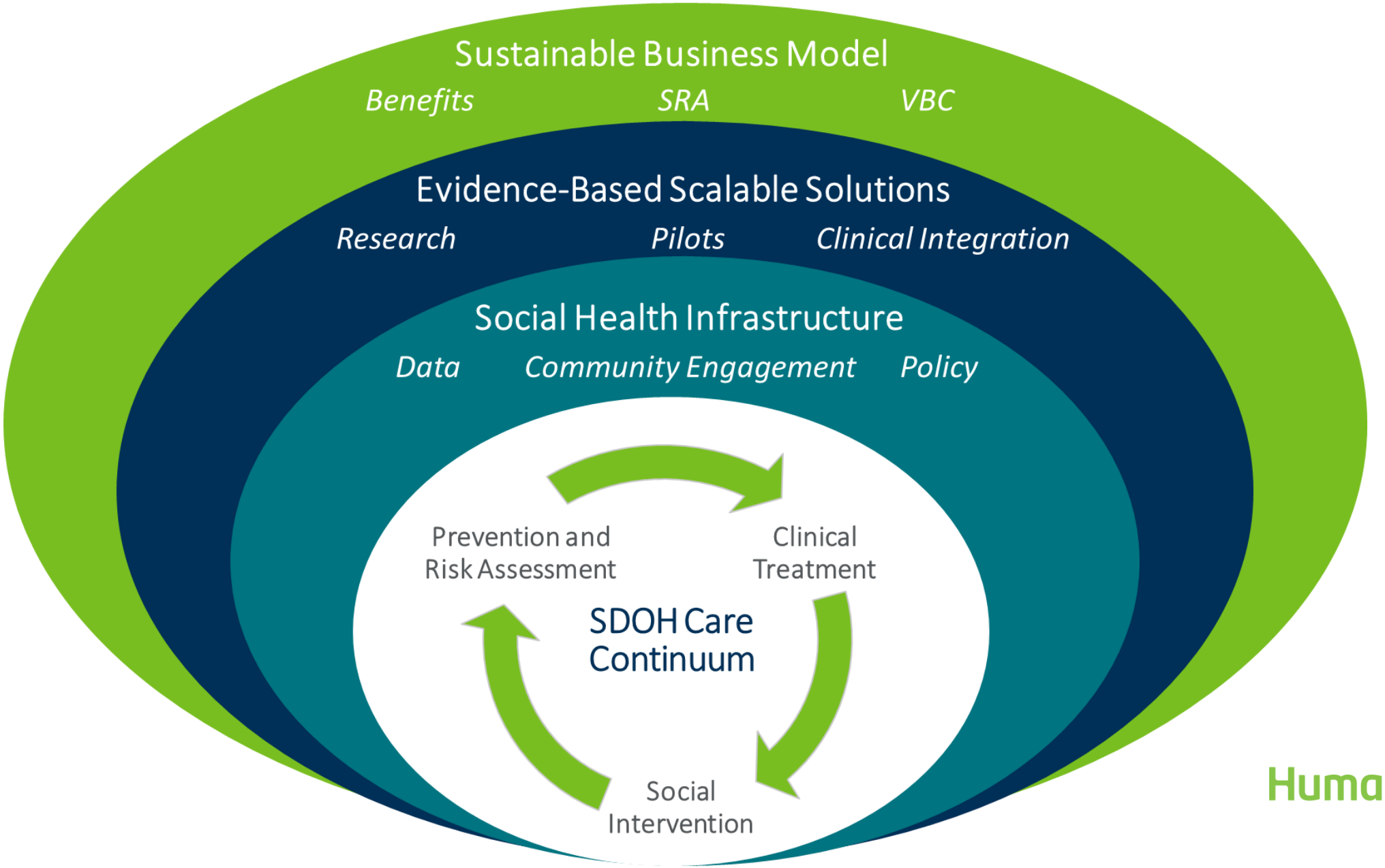
Powered by integrated technology

Humana set a **BOLD GOAL**

To improve the health of the communities we serve 20%

Humana's Bold Goal Markets

Our SDOH strategy is evolving to a sustainable business model



Humana

Advancing whole person health

The Effect of Social Determinants of Health

Data proves that barriers outside of the clinical setting - like access to healthy food, transportation and social connections - can negatively impact a patient's health, and addressing these in members are critical to improving an individuals overall health.

60% of health is impacted by our social factors, environmental conditions and lifestyle behaviors.

26% of our MA members are food insecure

37% of our MA members are lonely or severely lonely

Resources are currently misaligned to appropriately address SDOH

A value-based SDOH model will:

Align resources for screening, coding, & connecting patients with HRSNs to appropriate resources

Proactively encourage and support efforts aimed at the development of a social risk index

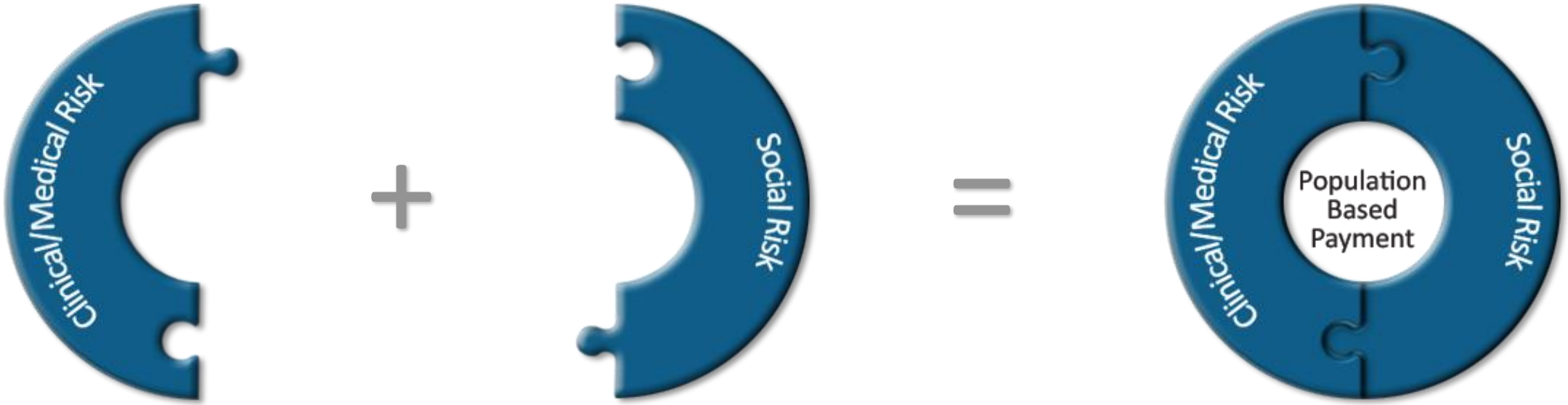
Data must prove:

Does an incentive **create the behavior change** in our provider partners to comprehensively screen, code, and refer?

Does connecting the member to the appropriate resource **result in improved outcomes?***

**Lower acute hospitalizations, reduced readmissions, lower ER utilization, greater healthy days, lower A1c, etc.*

Population-based Payment- Social Risk Adjustment



Medical Risk includes:

- Comorbid conditions
- Uncontrolled A1c
- Non-adherence to medications
- Obesity
- Over 65 years old
- Other

Social Risk includes:

- Social Isolation/Loneliness
- Transportation
- Food insecurity
- Behavioral health
- Access to care
- Other

Population-based Payment includes:

- Social Risk index
  - Aggregate level demographics
  - Individual level (when available)
- Medical Risk adjustment

SDOH Value-Based Payment Models

Strategically partner with providers:

- Bold Goal Community
- Value-Based Relationship
- Highly Engaged & Willing to Publish Findings

To help patients achieve their best health:

Screening → Coding → Connecting → Measuring Outcomes

Delivered through care coordination

Powered by social needs platforms

Thank you

Populationhealth.Humana.com

#MoreHealthyDays

Humana®