



UnitedHealth Group (UHG) is capturing social determinants of health (SDOH) and other non-traditional data to integrate care and connect members with services.

The initiatives currently in place that focus on the Medicare population, with expansion planned for Medicaid, Medicare Supplemental, Group Retirees, and Commercial members.

Those initiatives include:

- Collection of social determinants of health data from 15 currently identified partners to leverage available government/community resources to improve care outcomes
- Consolidation and storage of the SDOH data for subsequent access
 - Collection of traditional data (age, gender, sex, race and ethnicity, language and disability)
 - Collection of non-traditional data (veteran status, caregiver information, economic stability, education, employment)
- Displays the SDOH data in a Clinical Profile used by case managers that allows for identification/referrals and use in developing member plans of care
- Reporting and analytics on the consolidated data for population health management and programmatic improvements

UHG is working with NCQA to make recommendations to the Centers for Medicare/Medicaid to expand the diagnostic code set (ICD-10) to include social determinants (lack of transportation, food insecurity, utility/telephone assistance, etc.)

- UHG collects 18 uniquely created "Member Attribution Codes" to allow for improved care that better integrates member health and social factors. 60 % of codes were isolation, depression and financial assistance, lack of funds to pay for medication/transportation/food and utilities

In addition to the collection of SDOH, UHG coordinates free community clinics partnerships with local schools to utilize school buses during off hours to transport seniors to Community Centers, partnering to expand access to substance abuse treatment, and expanding child development programs for military families.

About the National Business Group on Health®

We are the nation's only non-profit organization devoted exclusively to representing large employers' perspective on national health policy issues and helping companies optimize business performance through health improvement, innovation and health care management.

The Business Group leads initiatives to address the most relevant health care issues facing employers today and enables human resource and benefit leaders to learn, share and leverage best practices from the most progressive companies.

Business Group members, which include 73 Fortune 100 companies, provide health coverage for more than 50 million U.S. workers, retirees and their families.

For more information, visit www.businessgrouphealth.org or contact membership@businessgrouphealth.org.

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The purpose of the award is to recognize outstanding employers that encourage the implementation of programs and innovations that promote the efficient and cost-effective use of health care resources while demonstrating a track record of enhancing the employee health care experience and creating sustainable and high value programs.

Recipients must have proven results in increasing value in purchasing by improving quality and net health outcomes.



Costco Wholesale Corporation with over 230,000 employees in 741 locations, is dedicated to bringing its members the best possible prices on quality brand-name merchandise.

Costco is to be commended for their network strategy and leadership in addressing the behavioral health of their employees. Costco's initiatives include:

- **Eliminated Out-of-Network benefits** - Eliminated Out-of-Network benefits about four years ago after identifying fraud and very high charges in substance use disorder treatment facilities and ambulatory surgery centers. The elimination of out-of-network benefits resulted in a savings of \$65 million in one year, with rates of treatment remaining steady as employees shifted to higher-quality, lower cost in-network care.
- **Rebranded Employee Assistance Program (EAP) to the "Care Network."** - The Care Network is a confidential, free resource available to all employees and their families from the very first day of employment. Costco's Care Network is utilized by 13% of their population and receives a 90% satisfaction rate.
- **Tele-behavioral health services** - Costco also developed a successful partnership with AbleTo, which offers next-day access to a nationwide network of 300+ highly trained, clinically supervised therapists and behavioral coaches. AbleTo participants have reduced services for ER visits, hospital admissions and shorter disability durations.
- **"Contract for Continued Employment"** - In collaboration with the Care Network – this program helps those who are at serious risk of losing their job due to substance misuse or disruptive work place behavior, like anger or insensitivity issues. The contract spans two years and is managed by the Care Network who develops and coordinates a care plan using all available plan resources.
- **Addressing Opioid Usage** - In 2013, they aligned their benefit design with their own pharmacies' dispensing guidelines, which had placed stricter restrictions on opioids than accepted standards at the time to ensure that opioids were only delivered to appropriate patients. Since 2015, Costco reduced opioid prescriptions by 14% and opioid-using participants by 4% through a combination of stricter protocols and diversion strategies to encourage non-opioid pain management.



Health equity is achieved when every person has the opportunity to "attain his or her full health potential" and no one is "disadvantaged from achieving this potential because of social position or other socially determined circumstances."

The purpose of the Innovation in Advancing Health Equity Award is to recognize organizations that advance optimal health and well-being for people through targeted workplace and/or community initiatives by addressing the social determinants of health and encouraging positive health behaviors.



Atrium Health

Atrium Health's Levine Cancer Institute has several initiatives to reduce cancer health disparities and eliminate inequalities in care in medically underserved populations within the North Carolina area.

Atrium Health addresses the social determinants of health through the following initiatives:

- **I CAN Cancer Ambassador Program** - targets high-risk school children and parents by providing chronic disease/cancer prevention education. This initiative has reached more than 1000 students across several NC counties.
- **LUNG B.A.S.E.S for Life** - mobile lung cancer program that provides free lung cancer screenings, smoking cessation, and nurse navigation services to uninsured, high-risk individuals. Reached over 130 uninsured individuals across 5 counties.
- **Project Pink/Pink Plus** - mobile mammography programs that provide free breast cancer screening services to uninsured women. Screening provided to over 900 uninsured women in 5 NC counties, resulting in the identification of 23 breast cancers.
- **Proyecto Rosa** - culturally competent mammography education/screening program designed to improve screening rates amongst Latina women—this program utilizes a Hispanic health educator and home-based living room visits.
- **Code TOM** - cancer prevention program for firefighters who have increased risk of disease due to smoke exposure. Over 700 firefighters educated on cancer risks and the importance of early detection.

Geisinger

Geisinger has long recognized and embraced the value of health equity. Over its 100 year history, Geisinger has evolved to meet regional needs by developing innovative, national programs to address the social determinants of health. These programs include:

- **Fresh Food Farmacy** - This program uses Geisinger's "food as medicine" approach to address the challenges faced by individuals with diabetes and food security. By providing fresh, healthy food and nutrition education to those most in need, Geisinger is combating high obesity rates, pre-diabetes and diabetes. The goal is to empower participants to manage their medical conditions through food-related behavioral change.
- **Equitable Transportation** - Geisinger is conducting two pilot programs that will subsidize the cost of transportation options for clinical and non-clinical, but health-related activities (e.g., obtaining counseling or other social services, getting to food banks/grocery stores, getting to a pharmacy and applying for government benefits).
- **Housing Instability** - Geisinger collaborated with the Eastern Pennsylvania Continuum of Care Program to design a program that promotes a community-wide effort to quickly rehouse homeless individuals, families, persons fleeing domestic violence, and youth while minimizing the trauma and dislocation caused by homelessness.
- **Economic Stability** - Geisinger recruits patients and health plan members to become employed peer counselors or peer educators. These positions are believed to be more likely to influence the behaviors of their peers since they are viewed as credible and less judgmental role models.