

**BUSINESS  
HEALTH  
AGENDA  
2019**

**April 10-12**  
Marriott Marquis  
Washington, DC

# AWARDS LUNCHEON

April 11, 2019 • Marriott Marquis • Washington, DC

## TIPPING POINT? Weighing the Impact of Industry Change



MEAL SPONSORED BY:

**AIM**  
SpecialtyHealth.



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.”

To recognize organizations that are committed to advancing health equity through innovative initiatives and effective practices impacting environments in which individuals live, learn, work and play. The award showcases broad holistic approaches addressing the physical, social, economic and environmental factors that contribute to inequities rather than initiatives solely focused on the reduction and elimination of disparities.



**Anthem, Inc.** has multiple health initiatives that address social determinants of health, barriers to access, provider education and strategic diversity management. Through their

efforts they are addressing health influencers of employment, housing stability, food security, social connectedness, education and transportation. Data analysis on target populations is essential to addressing health disparities and advancing health equity.

A few of Anthem’s initiatives include:

- **Blue Triangle** An innovative program launched by Blue Cross Blue Shield Indiana in collaboration with the City of Indianapolis, Partners in Housing and Adult & Child Health, targets those experiencing homelessness who may have significant mental health, substance abuse and physical health issues. This program supports people by providing low-barrier temporary respite housing and an array of services aimed at connecting participants with permanent housing and also helps to address the underlying health, economic, and social issues that contributed to their homelessness.

To date, the program has served 112 members, 58% of whom were living unsheltered or in areas not meant for human habitation prior to program entry – and have each received an average of 90 wraparound services. These services include, but are not limited to, links to primary care, mental health and substance use providers, help in better navigating the healthcare system, help with understanding the importance of medication adherence and managing prescribed medications and education about acute and chronic disease management.

- **Comparitendo el Café y Chocolate**– This program, developed in collaboration with Pfizer, uses a holistic approach to emotional wellness that builds on cultural strengths and focuses on key components—community, body, mind, and spirit—which are needed for Latinos’ health and well-being.
- **Colorectal Cancer Screening for Asian Americans and Hispanic Members**- Non-compliant members ages 50-75 were sent tailored communication and a home lab test to promote the completion of colorectal cancer screening. Results indicated a 13.4% gap closure overall.
- **Reducing Healthcare Stereotype Threat (HCST)**- Perceived healthcare stereotype threat is not the same as discrimination. Instead, it is a situational, psychosocial phenomenon that may contribute to disparities thus perceived unsatisfactory care by the patient and resulting in poorer health outcomes. This CME course was developed to give providers an opportunity to recognize when diverse patients may be experiencing this threat as well as explore how to foster a threat-safe environment with practical changes. Between 2017 and 2018, the course had a 102% increase in users and a 63% increase in sessions.
- **Medication Adherence Iceberg**- An online CME provider course developed to support adherence issues, helping providers move beyond the observable thoughts and emotions of patients to barriers that exist under the waterline – patient self-talk that may not get discussed, and can create a misalignment between patient and provider.



**Cigna** cultivates a state of health equity through the deployment of strategic and operational resources to improve access and affordability to, and engagement in, high-quality care. Last year Cigna's Health Equity Council celebrated 10 years of strategic health equity efforts aimed at increasing awareness and leadership,

developing data insights, and addressing health disparities, social determinants of health, and cultural competency.

Recently, Cigna created the Social Determinants Index (SDI), a relative composite metric that characterizes a community at the Census-tract level based on six domains: economy, education, cultural, health coverage, infrastructure, and food access. The SDI is designed to help Cigna better understand which communities face challenges that influence health and guide the development of customer interventions and community resources.

A few of Cigna's initiatives include:

- **Breast Cancer Screening-** A multi-year campaign addressed a disparity among African-American women in Tennessee that involved tailored personal and empathic messaging. Communications were geared towards each customer's "persona" focusing on costs, access or making time against conflicting priorities. Through collaboration with community partners, customers also were invited to be screened on a mobile mammography van at local churches. As a result of these efforts, Cigna has seen the breast cancer screening disparity among African-American customers in Tennessee and specifically Shelby County, Tennessee eliminated!
- **Colon Cancer Screening-** This culturally tailored employer worksite campaign for Hispanics and African-Americans focused on the importance of colon cancer screening and promoting the use of a home screening test benefit. Messaging was created in English and Spanish and clinical terms and conversational language were used to connect with the audience culturally through relatable life milestones. Cigna Health Promotion and Wellness teams delivered presentations at worksite events where they also assisted employees with ordering their home screening kits. More than 30 employers participated in the pilot campaign in 2018.
- **Metabolic Syndrome** - An outreach campaign was piloted with 14 employers with significantly diverse employee populations and high rates of metabolic disease. The campaign aimed to increase engagement in a metabolic syndrome program available to employees as part of their benefit package. To improve engagement, Cigna implemented a personalized and culturally tailored outreach campaign encouraging enrollment in the program and preventive care screening. At the start of the campaign, nearly half of the employees at risk for metabolic syndrome had not engaged in a preventive health screening or Cigna's metabolic syndrome program. After one year, 30 percent of those previously unengaged customers have engaged with either the metabolic syndrome program or completed a preventive screening.