Optum

Member Engagement

Social Care Assistance

Member-centric service designed to assess social drivers needs and help facilitate referrals to community-based organizations

CMS has demonstrated commitment to reducing health disparities among vulnerable populations through creation of the Health Equity Index (HEI).

CMS created the HEI to encourage health plans to drive improved health outcomes through the identification of health-related social needs and the reduction of care gaps. The HEI will replace the existing reward factor for earning Quality Bonus Payment (QBP) incentive.

Improved Star Ratings

Optum® Social Care Assistance integrates social care screening and targeted interventions to members with social risk factors, which helps provide HEI evidence for improved Star Ratings to health plan clients.

Social drivers have a major impact on health outcomes – especially for vulnerable populations.[1] Researcher Frost & Sullivan estimates that 40% of U.S. health systems and payers use social drivers data for risk assessment and patient outreach.[1] Factors such as home environment, housing, education, race, social support, access to food and transportation have an impact on health, well-being and quality of life.[2]

Social Care Assistance helps health plans address individual needs through appropriate screening and referral to community-based organizations (CBOs). The service helps health plans refocus care on the whole person and addressing social drivers factors.

Addressing social drivers through assessments and referrals

Social Care Assistance helps health plans address member social drivers needs are met using members' own preferred communication channels. The key is to refer members to CBOs that can provide them with social service program advice and assistance. The key services include:

- Helps assess member social drivers needs through a customizable, multichannel approach
- Provides program education and referrals to CBOs to help address localized social drivers needs
- Closed-loop follow-up to help address social drivers needs are met through multiple channels
- Metrics and insights reported at both the member and population level

Our Social Care Assistance team monitors programs across the country to help obtain reliable, accurate data. This includes:

- Online CBO programs
- Physical CBO services
- State and local programs
- Hard-to-find program benefits
- Non-exclusive program benefits

We can help streamline engagement and communications channels to help improve referral results, reduce abrasion and increase retention. By helping members improve their quality of life, members' overall satisfaction with health care can increase.

1. Frost & Sullivan. Explosion of data drives the US social determinants of health market. May 21, 2021.
2. U.S. Dept. of Health and Human Services. Social determinants of health. Healthy People 2030.

Accessing CBOs

Our network incorporates more than 300,000 CBO programs around the country. Our social drivers workflow is based on industry best practices and desired outcomes and includes member advocates with bilingual Spanish and English skills.

The service also connects with our government relations team to help monitor federal and state regulations and social drivers goals.

Program education and follow-up

Social Care Assistance helps payers assess social drivers needs and refer members to CBOs that provide social service program assistance. Social Care Assistance helps:

- Aggregate, normalize and integrate clinical and social drivers data
- Assess and stratify people and populations based on whole-person indices, gaps in care and risks
- Create hyper-personalized, targeted education, communication and interventions to help improve health outcomes and help address social drivers and health equity needs
- Enable multichannel and stakeholder whole-person reporting and metrics

Social Care Assistance services

- Multichannel assessment
- Program education and member referral to CBOs
- Closed-loop follow-up
- Monthly reporting includes:
  - Summary member- and population-level reporting
  - Year-to-date summary
  - Summary of identified needs by social drivers category
  - Summary of programs referred by social drivers category
  - Follow-up outcomes – needs fulfilled by social drivers category

Our approach

Social Care Assistance engages in robust follow-up to help members in receiving needed assistance.

- Did you get the help you need?
- Do you need additional information?
- Do you need help with a new program?



Optum helps health plans demonstrate improved health outcomes and provide a more satisfying member experience – goals that help payers address social needs. Learn more at optum.com/risk.

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