::: CitiusTech

Health Equity Enablement for Payers

Payer enterprise strategies for optimizing health equity distribution

www.citiustech.com

Who we are

As a strategic partner to some of the world's largest healthcare and life sciences organizations, we play a deep and meaningful role in accelerating digital innovation, driving sustainable value and helping improve outcomes across the healthcare ecosystem.

With 100% focus on healthcare, CitiusTech is well-positioned to empower health plans at every step of their digital transformation journey. We focus exclusively on delivering specialized solutions and services across the healthcare digital value chain – spanning interoperability, data & analytics, digital engineering, provider performance management and member experience management.

3 out of the 5
national plans are our customers

9 Blue plans
leverage our products and solutions

Health Equity Research & Trends Shows Multifaceted Impact

According to the Harvard Business Review, racial health disparities are associated with substantial annual economic losses nationally:

$35 billion
in excess healthcare expenditures

$10 billion
in illness-related lost productivity

$200 billion
in premature death

National Budgetary Impact

Disproportionate shares come from factors influencing individual health:
(Source: HHS OMH)

Clinical Care	Genetics/ Biology	Physical Environment	Health Behavior	Social & Economic Factors
10%	**10%**	**10%**	**30%**	**40%**

Care Delivery Considerations

- **60%** of an individual's health is determined solely by zip code (Source: IHI)
- **40%** of readmissions are attributed to lack of transportation and safety factors (Source: CMS)
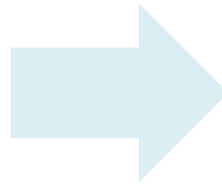
Environmental Factors

- **2:1** of an individual's health is determined solely by zip code (Source: IHI)
- **2:1** likelihood of not receiving prenatal care: Non-Hispanic Black mothers vs. Non-Hispanic White mothers (Source: OMH)

Racial and Ethnic Disparities

Health Equity Harmonization Requires Multipronged Approach

Regulatory Changes	Care Delivery Adoptions	Care Financing Provisions	Community Sensitization

Consumer needs vary, depending on education, home environment, social support, income, and other social factors. Simply offering the same resources to everyone is not enough.

Health equity requires removing obstacles to access the resources offered by organizations so that everyone has a fair and just opportunity to be as healthy as possible and reach equal outcomes.

Several Regulatory Changes Under Way to Promote Health Equity

Regulatory Body	Change Overview	Payer Impact
HHS Equity Action Plan	• Removal of info. access barriers for other language speaking members • Extended postpartum coverage for Medicaid / CHIP • Focused cohort principles for postpartum care & reporting • Health Equity assessment framework	• Enable multilingual omnichannel digital engagement • Promoting Health Equity assessments • Ingestion of SDOH data sources for Health Equity reporting
NCQA Health Equity Accreditation	• Comprehensive framework for organizations to measure and elevate health equity goals	• Adoption of planned roadmap for advancing Health Equity goals
NCQA HEDIS MY'23	• Health Equity screening measure for measuring gap & intervention – food, housing, transportation	• Ability to measure and report performance to NCQA
CMS MA Stars 2024	• NASEM to define social risk factors (SRFs) • Disability, LIS, DE stratified Stars reporting to CMS • Health Equity Index for Stars adjustments	• Enable advanced analytics for pseudo Health Equity Index • Enhanced CMS Stars reporting with Health Equity stratification

Advancing Health Equity:
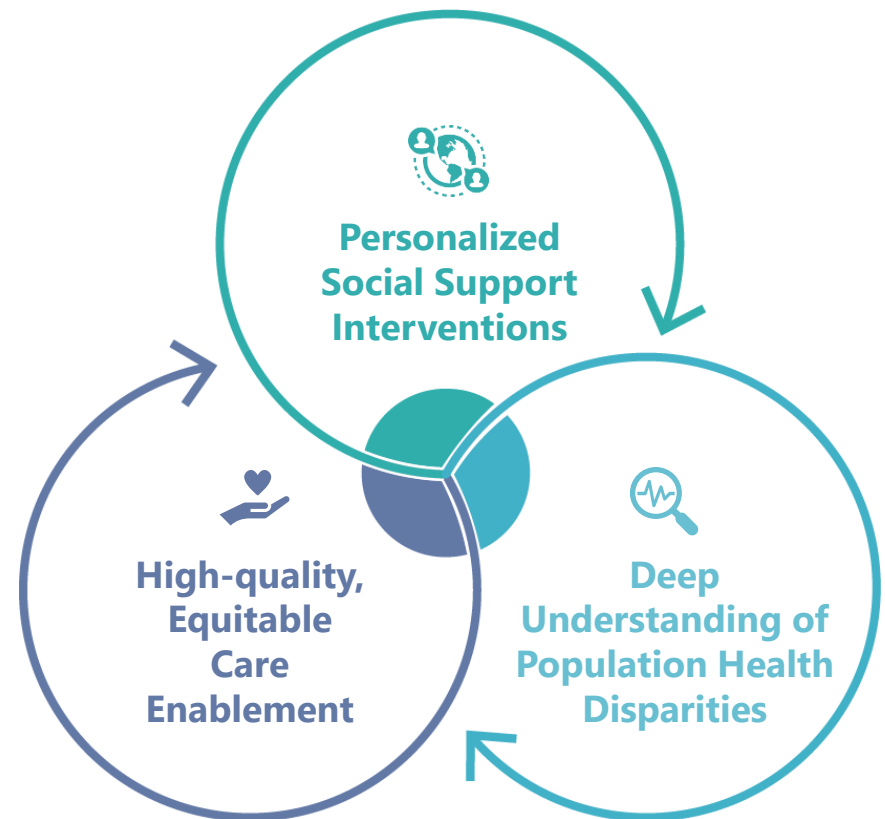# Key Payer Focus Area for Improved Outcomes & Experience

Payers and healthcare organizations need to analyze population social risk profiles with granularity to uncover the uneven distribution of health gaps across access, outcome, and experience dimensions.

Individual social risk scores should incorporate an inclusive breadth of social factors that strongly correlate and influence health outcomes, such as income, education, access to healthy food and home environment, drug / alcohol habits, and mental health status. Social and health risk scores should be blended to ensure focused cohort identification.

Health Equity advancement programs are most effective when they are designed for enrolling identified cohorts. Program design requires deep alignment and coordinated functioning of network and care management teams, community partnerships, supporting staff with sensitized and specialized training.

Effective, personalized outreach should consider individual social risk profiles and align with interventions best suited for their social characteristics and optimized success.

Equitable Care Considerations

Personalized Social Support Interventions

Deep Understanding of Population Health Disparities
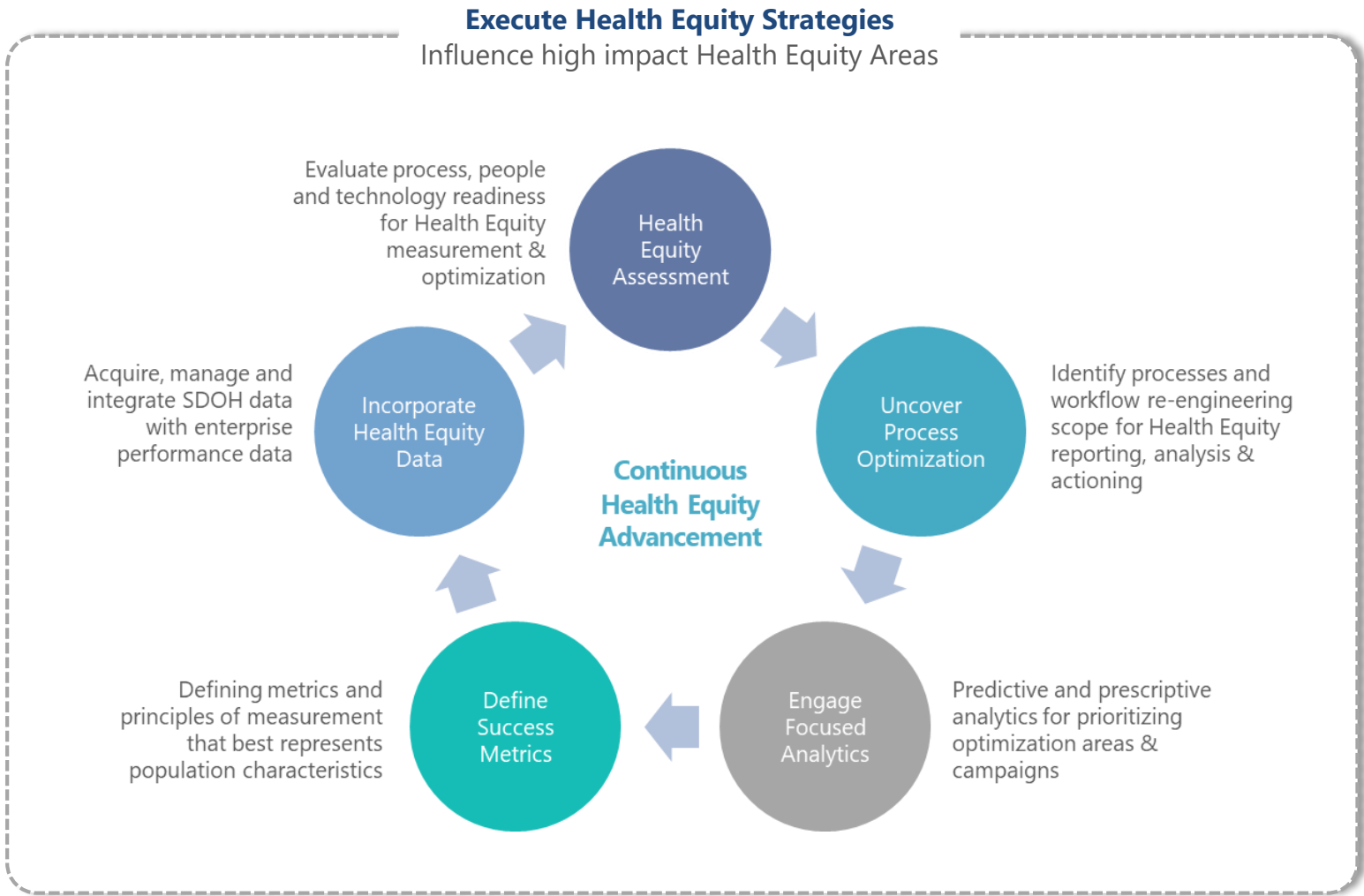
High-quality, Equitable Care Enablement

Key Enterprise Barriers to Advancing Health Equity

▸ **Workforce sensitization for Health Equity:** Lack of alignment, sensitivity and flexible collaboration based on cohort characteristics, member profile

▸ **Limited Focus on Institutionalizing Health Equity Planning:** Absence of inclusive planning and support structures essential to drive health equity programs

▸ **Poor Quality and Non-standard Health Equity Data:** Insufficient individual social data availability, unregulated and non-standardized formats

▸ **Lack of Health Equity Inclusive Prioritizations:** Limited technology capabilities across operational workflows for driving health equity-focused decisions

Making Health Equity a Strategic Priority

Execute Health Equity Strategies
Influence high impact Health Equity Areas

Evaluate process, people and technology readiness for Health Equity measurement & optimization

Health Equity Assessment

Acquire, manage and integrate SDOH data with enterprise performance data

Incorporate Health Equity Data

Continuous Health Equity Advancement

Uncover Process Optimization

Identify processes and workflow re-engineering scope for Health Equity reporting, analysis & actioning

Defining metrics and principles of measurement that best represents population characteristics

Define Success Metrics

Engage Focused Analytics

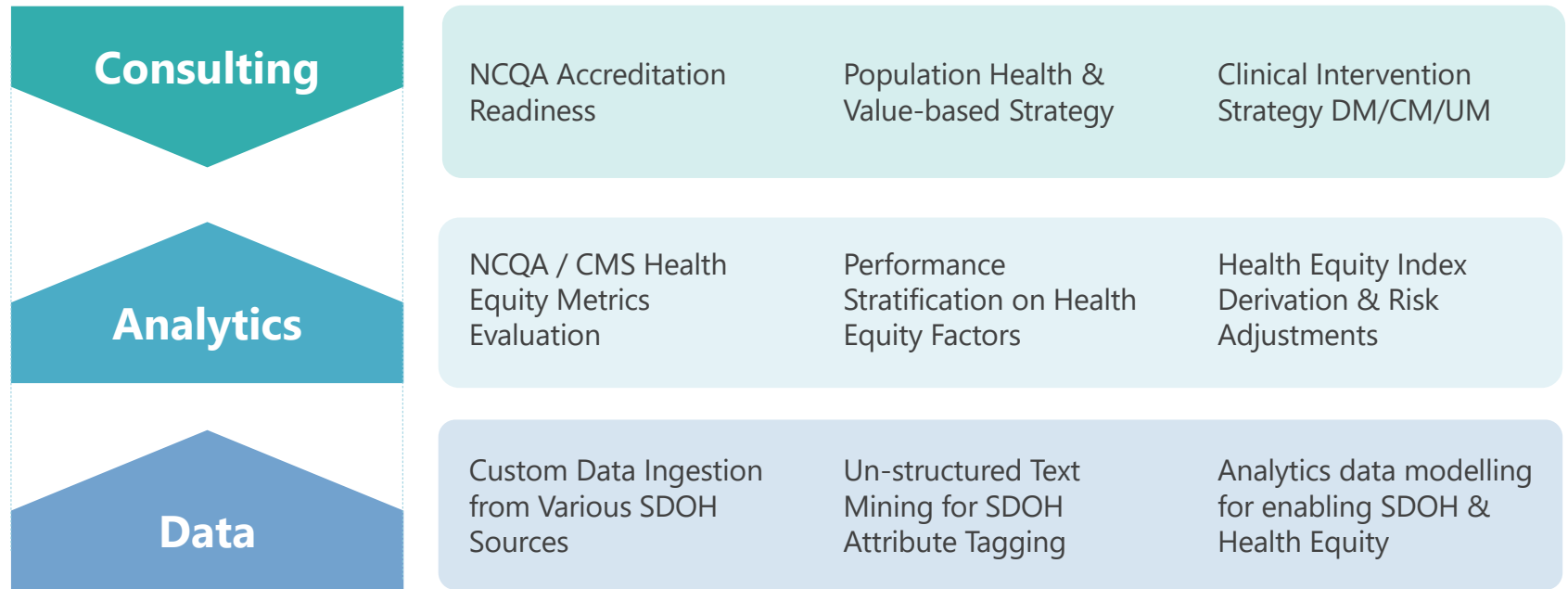Predictive and prescriptive analytics for prioritizing optimization areas & campaigns

Making Health Equity a Strategic Priority (contd.)

✓ NCQA Accreditation extends a gold standard Health Equity assessment framework that enables payers to measure their current state of readiness and draw a roadmap for future initiatives.

✓ Comprehensive Health Equity assessments should clearly establish processes for measuring and engaging a Health Equity focus across the payer value chain - clinical, quality, utilization, operational, experience and financial areas along with a continuous improvement pathway.

✓ An inclusive data strategy needs to account for current process re-engineering for member-level social data collection, interoperability technology evolution (FHIR, custom APIs) for social data exchange, and value-based arrangements that incentivize data sharing efforts.

✓ Active engagement of advanced analytics can enable social-blended risk scores, focus cohorts with recommended interventions, simulate value-based incentives for driving optimized Health Equity advancement.

CitiusTech-FluidEdge are Enabling Payers with Health Equity Optimization

CitiusTech-FluidEdge offers comprehensive solutions and specialized services to payers and healthcare organizations to identify and mitigate healthcare disparities.

Consulting

| NCQA Accreditation Readiness | Population Health & Value-based Strategy | Clinical Intervention Strategy DM/CM/UM |

Analytics

| NCQA / CMS Health Equity Metrics Evaluation | Performance Stratification on Health Equity Factors | Health Equity Index Derivation & Risk Adjustments |

Data

| Custom Data Ingestion from Various SDOH Sources | Un-structured Text Mining for SDOH Attribute Tagging | Analytics data modelling for enabling SDOH & Health Equity |

NCQA Center of Excellence
ACCREDITED NCQA HEALTH PLAN ACCREDITED

Member Experience
Design, Omni-Channel Engagement & Analytics

Professional Services
Clinical Services, AI/ML, Digital Engineering, FHIR

Data Exploration Partnerships
whiz.ai   Microsoft

Success Stories: Long-term, High-value Relationships with Leading Health Plans

West Coast Health System
3+ year relationship

- **Assessment and enablement of CalAIM compliance** – PHM and model of care strategy operationalization

- **Enterprise roadmap** to institutionalize 'Whole Person Care', SDOH adoption and enhanced Health Equity

- **Operationalize** member engagement strategy

National Home Health Service Provider
3+ year relationship

- **Identified improvement opportunities** on MLR and PMPM post-engagement for each cohort based on social and clinical data

- **Optimized cohort generation** based on social demographics, risk score, disease comorbidities, and durability (outcomes)

West Coast Blue Plan
3+ year relationship

- **Combined SDOH and other datasets** such as U.S. Census, USDA, HRSA with customer's historical performance data

- **Modelled Member Engage-ability score** with ~95% accuracy in outcome prediction and high campaign efficacy

About CitiusTech

With 6,500+ healthcare technology professionals worldwide, CitiusTech helps leading healthcare and life sciences organizations reinvent themselves by accelerating digital innovation, leveraging next-gen technologies, and driving data convergence across the healthcare ecosystem.

We provide strategic consulting, digital engineering, data, analytics & AI, specialized platforms and end-to-end solutions to over 130 organizations across the payer, provider, medtech and life sciences industries. Our key focus areas include healthcare interoperability data management, quality performance analytics, value-based care, omni channel member experience, connected health, virtual care delivery, real-world data solutions, clinical development, personalized medicine and population health management.

Our cutting-edge technology expertise, deep healthcare domain expertise and a strong focus on digital transformation enables healthcare and life sciences organizations to deliver better outcomes, accelerate growth, drive efficiencies, and ultimately make a meaningful impact to patients.

100%
healthcare focus

130+
healthcare clients

50M+
lives touched

4.5/5
Client Satisfaction Score

$340M+
worldwide revenue

Powering the future of healthcare ▶