



# Taking on Social Determinants of Health



Health Advocacy Solutions

Where you live, along with other personal, social, economic and environmental factors, influence your health status. These dynamics are known as social determinants of health (SDoH).

SDoH affect a wide range of health, functioning and quality-of-life outcomes and risks.<sup>1</sup> So, it should come as no surprise that close to 80% of health outcomes are tied to SDoH.<sup>2</sup>

Here lies an opportunity for you and your population. Health Advocacy Solutions focuses on identifying members impacted by SDoH. Then we help them to address these issues and improve their health outcomes, resulting in healthier employees and lower health care costs.

## Our Care Team is the Key to Success

With Health Advocacy Solutions, you get a team of experts who work with your population. They include health advocates, registered nurse clinical advocates, social workers, utilization management coordinators, behavioral health case managers, pharmacists and medical directors: all working together to develop a plan of care that best supports each member's needs and promotes the best health outcomes.

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## Training and Identification

Health Advocates are specially trained to screen for SDoH, whenever they engage with a member. They learn to assess economic stability, transportation, access to healthy food options, physical environment and safety concerns.

We also use advanced clinical insights and predictive analytics driven by multiple data sources from pharmacy, behavioral and medical health and lifestyle information to assess for SDoH risk factors which include:

- Living in a food and/or pharmacy desert
- Low socioeconomic status
- Limited/no access to transportation
- Low health literacy

Additionally, all team members are trained to understand diverse member populations. They are educated on culturally competent communication that recognizes differences and allows individuals to feel respected and valued.

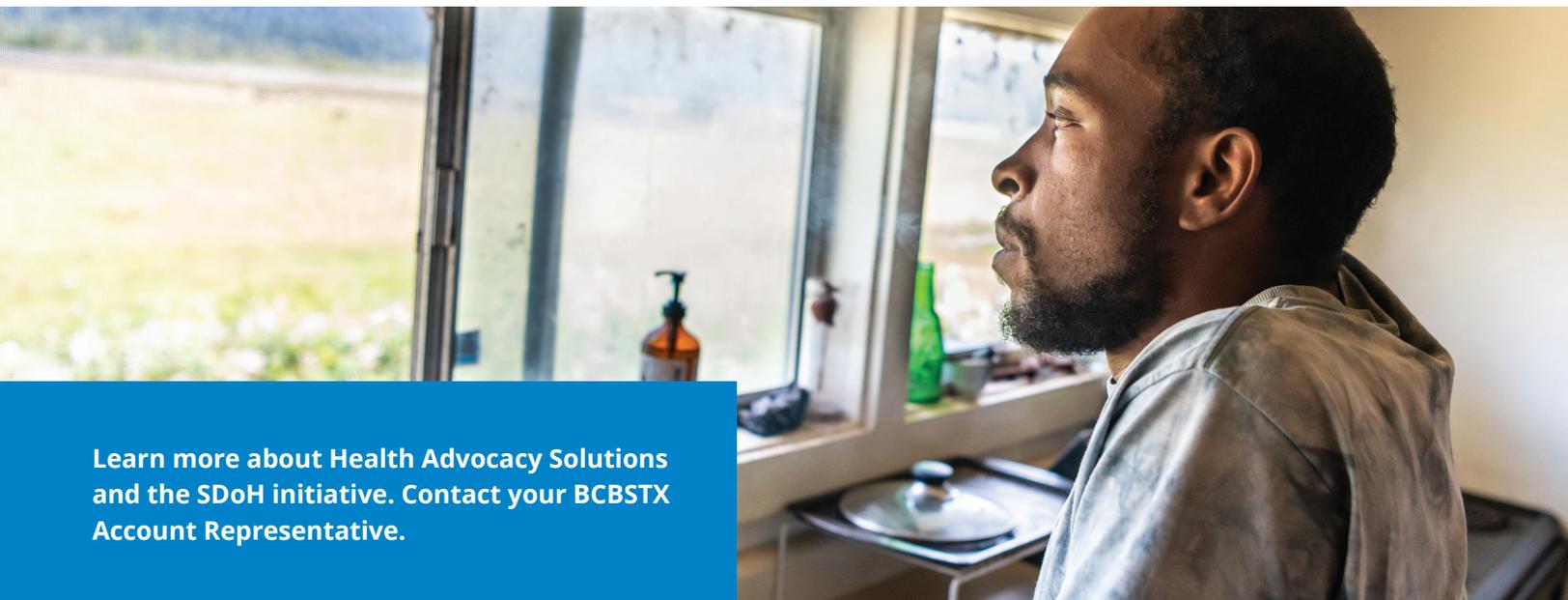
## Personalized Support

This training and information are incorporated into a plan of care that best supports members' needs and promotes optimal health outcomes, including short- and long-term health goals. Advocates provide targeted outreach to address each person's SDoH barriers.

This member-centric approach ensures improved health care outcomes by focusing on the whole person, engaging them earlier in their health care journey, helping them to best navigate and maximize their benefits and reduce overall health care costs.



Your **ZIP CODE** is likely a stronger predictor of your health outcomes than your **GENETIC CODE**.



Learn more about Health Advocacy Solutions and the SDoH initiative. Contact your BCBSTX Account Representative.

1. Centers for Disease Control and Prevention: [www.cdc.gov/socialdeterminants/faqs/index.htm](http://www.cdc.gov/socialdeterminants/faqs/index.htm)

2. University of Wisconsin Population Health Institute and Robert Wood Johnson Study: Diversity Best Practices, Diversity & Inclusion in the Healthcare Industry, March 2018