Health Equity Action Plan

Advisory Board Update April 2023

![washington healthbenefitexchange — powering washington healthplanfinder](logo)

LeAnn S. Blanco, M.Ed. | Health Equity Manager | Pronouns: She/Her | Washington Health Benefit Exchange | ☎ (360) 688-1569 | Mobile (509) 654-0566 | wahbexchange.org

About This Presentation

- Review and reflect on Current Action Plan

- Acknowledge & celebrate milestone completions

- Review 2022 SWOT Analysis

- Review Timeline for Health Equity Currently in Motion

- Review DRAFT for version 2 of Health Equity @WAHBE

2021+ Action Plan

Health Equity Action Plan: Areas of Focus

HBE AUTHORITY AND RELATIONSHIPS	HBE PLATFORM	DATA and ANALYTICS	COMMUNITY OUTREACH

HBE AUTHORITY AND RELATIONSHIPS

1. Assign a resource to lead Health Equity activities.
2. Expand access to affordable insurance to address expenses and medical debt
   - Solution for undocumented residents
   - State subsidy - low income
3. Improve products
   - Cost share for high value care for chronic conditions
   - Identify impact of tobacco rating
4. Partner with carriers to improve services for vulnerable populations.
   - Race/ethnicity reporting on outcome measures
   - Accountability to assure access tax credits and cost sharing
   - Identify common tactic(s)

HBE PLATFORM

1. Improve vulnerable population data capture and sharing
   - REL data sharing
   - Capture non-binary gender
2. Improve access for low-income individuals
   - Implement self serve special enrollment period for year-round access
   - Study approaches to streamline enrollment for other social services
3. Improve website support for health literacy
   - Emphasize mobile use for populations who access via phone
   - Define provider directory requirement to show provider demographics (e.g. race)

DATA and ANALYTICS

1. Use SDOH Analytics database to refine marketing and outreach
   - Improve geographically targeted marketing to focus on high uninsured in high ADI areas
   - Pilot "micro" community engagement based on SDOH factors
   - Develop Lead Org specific SDOH reports
2. Use claims data and SDOH analytics to inform cost share changes
3. Explore use of area deprivation index to stratify health outcome differences

COMMUNITY OUTREACH

1. Identify partners to improve assistance for individuals for whom English is a second language
   - First focus on trusted partners in immigrant community
2. Improve American Indian Alaska Native experience and access through a Tribal Enhanced User program.
   - Identify best practices from pilot and expand.
3. Identify next tactics and population using knowledge from analytics, and community engagement

Board Approved Health Equity Action Plan

2021

The Exchange approved the Health Equity Action Plan Framework and tactics.

Tribal Enhanced User Pilot

2021

Agreement with NATIVE Project for Enhanced User access and engagement with Navigator Enhanced User Support

Assign a resource to lead Health Equity Action

2022

LeAnn hired June of 2022. Since, we have been able to create momentum behind our Health Equity tactics to track progress, measure successful operationalization, and evaluate for future evolution of the Health Equity Action Plan.

2021

2022

Special Enrollment Period CC$

2022

Cascade Care Savings

2022

Cascade Care Savings was implemented November 2022, and 38K+ customers (as of 12/5/22) are currently enrolled and will receive state subsidies and lower premiums starting 2023.
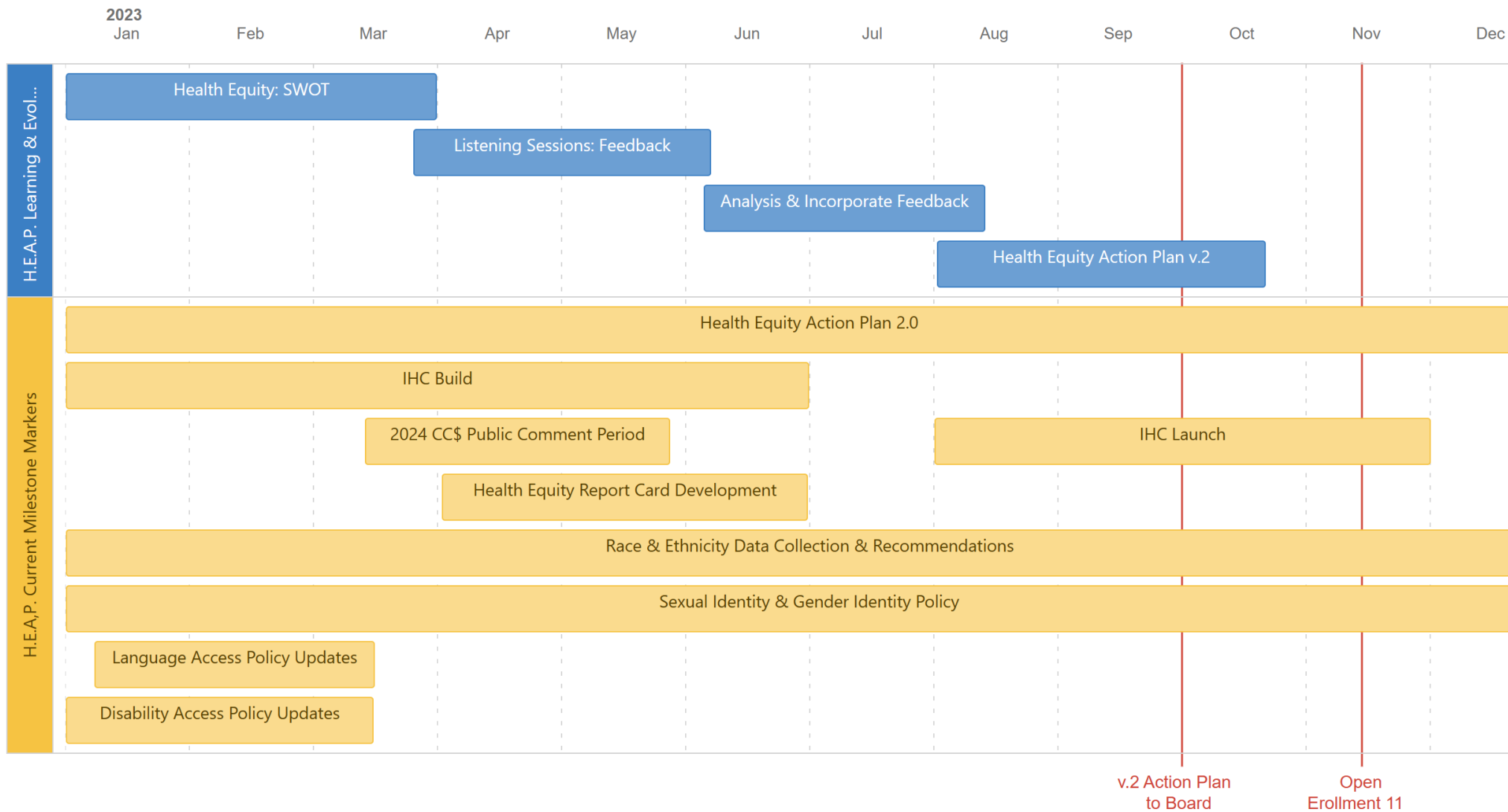
The Cascade Care Savings SEP was operationalized July 2022.... The Cascade Care Savings SEP provides a monthly opportunity for eligible consumers up to 250% FPL to enroll in high-value Cascade Care Silver and Gold plans. The continued goal of CC$ SEP is to

2022

SWOT Analysis 2021/22

What have we learned this past year?

	WEAKNESS	**THREATS**

STRENGTHS
- HEALTH EQUITY FRAMEWORK [*4 ORG ASSETS & DIRECT/INDIR INFLUENCE SDOH*]
- IDENTIFICATION OF WORK IN PROGRESS WITH CURRENT TACTIC LANGUAGE ON H.E.A.P.
- ROAD TRIP PRESENTATIONS [*ADVISORY/DENTAL/POLICY/HE TAC*]
- SME PARTNERSHIP AND COLLABORATION

OPPORTUNITIES
- HEALTH EQUITY ROADMAP: REFINE & CONSOLIDATE HEAP INTO 4-5 MAIN GOALS WITH QUARTERLY AND ANNUAL OBJECTIVE AND OUTCOMES
- COMMUNICATION PLAN: REGULAR REPORT OUT INTERNAL AND EXTERNAL
- PROCESS AND STRUCTURE TO SUPPORT CONTINUED EVOLUTION OF HEALTH EQUITY GOALS

WEAKNESS
- LACK OF ORGANIZATIONAL AWARENESS/ALIGNMENT
  - THE "HOW" AND "WHY" OF CONNECTING WORK WITH HEALTH EQUITY
- TEAM CAPACITY [IT/SCRUM TEAMS]
- DEI VS. HEALTH EQUITY IS STILL UNCLEAR [ROLE AND TEAM BASED]

THREATS
- DEPRIORITIZATION BASED ON CAPACITY
- CROSS ORG AWARENESS AND ALGINMENT
- SILO(S)
- SENSE of URGENCY
- UNSOLICITATED DECISION MAKING
- EXTERNAL INTERPRETATION

Timeline

What can we expect in 2023?

Discussion Opportunity

Questions

Is the draft language cohesive?

Are there any goals/objectives we are missing?

Is there anything else this group would like WAHBE to consider for the Health Equity Action Plan?

Action Plan Evolves

Target	Key Organizational Asset	Area of Focus/Goal	Tactic/Objective/Project Name
Completed	Authority and Relationships	Assign a resource to lead Health Equity Action	**1**. Hire a resrouce to lead Health Equity
Completed	Authority and Relationships	Expand access to affordable insuranceto address expenses and medical debt	**2b.** Cascade Care Savings	Operationalization OE 2022
Completed	Authority and Relationships	Partner with carriers to improve services for vulnerable populations	**4a.** HBE Quality Program
Completed	Authority and Relationships	Partner with carriers to improve services for vulnerable populations	**4b.** Reassignment of Gold to Silver Plans **4c.** Identify common tactic(s)
Completed	Platform	Improve access for low-income individuals	**2a.** Special Enrollment Period for CC$
Completed	Platform	Improve website support for health literacy	**3b.** Procurement Complete 10/2022	New Vendor transition Q4 2022 through Q1 of 2023
Completed	Data & Analytics	Use SDOH Analytics database to refine marketing and outreach	**1a.** Improve geographically targeted marketing to focus on high ADI areas
Completed	Data & Analytics	Use SDOH Analytics database to refine marketing and outreach	**1b.** Pilot "micro" community engagement based on sDOH factors
Completed	Commuinity Outreach	Improve American Indian Alaska Native experience and access through a Tribal Enchanced User Program	**2a.** Tribal Enhanced user pilot complete	New proposal to move program into operational state with monitoring, learning, evaluation for sustainability.

Making room by moving **10 tactics** off the Action Plan

Action Plan Evolves

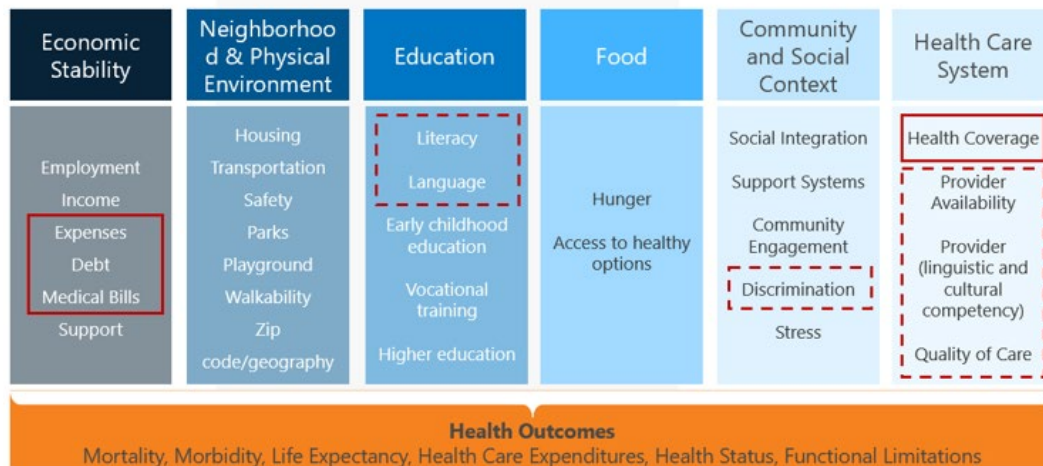| Target	Key Organizational Asset	Area of Focus/Goal	Tactic/Objective/Project Name
Current	Authority and Relationships	Expand access to affordable insurance to address expenses and medical debt	**2a.** 1332 Waiver & Immigrant Health Care Coverage
Current	Authority and Relationships	Improve products	**3a.** Cascade Care : Standard Plan Design
Future	Authority and Relationships	Improve products	**3b.** Identify impact of tobacco rating | No current work underway
Current	Platform	Improve vulnerable population data capture and sharing	**1a.** HBE Quality Program
Current	Platform	Improve vulnerable population data capture and sharing	**1b.** HPF: SGI Workgroup and survey currently underway
Future	Platform	Improve access for low-income individuals	**2b.** HHS Coalition effort | Streamline enrollment for other social services
Future	Platform	Improve website support for health literacy	**3a.** HBE UI/UX effort
Future	Data & Analytics	Use SDOH Analytics database to refine marketing and outreach	**1c.** Develop Lead Org specific SDOH reports
Future	Data & Analytics	Use claims data and SDOH analytics to inform cost share changes	
Future	Data & Analytics	Explore use of area deprivation index to stratify health outcome differences	
Current	Community Outreach	Identify partners to improve assistance for individuals for whom English is a second language	**1a.** First focus on trusted partnership in immigrant community | Health Insurance for Immigrants | Outreach: Current RFP in progress

Assessing what remains…9 **tactics in progress or set for future** Action Plan

Health Equity Action Plan Framework

Direct & Indirect Influences

Organizational Assets
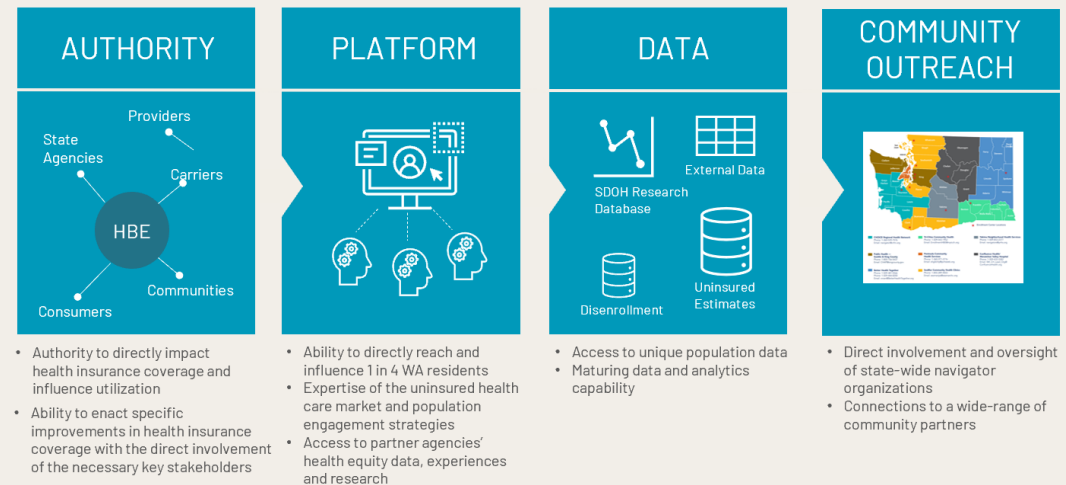
Action Plan Opportunity

Current Language

Authority & Relationships	Platform	Data & Analytics	Community Outreach
Expand access to affordable insurance to address expenses and medical debt	Improve vulnerable population data capture and sharing	Use SDOH Analytics database to refine marketing and outreach	Identify partners to improve assistance for individuals for whom English is a second language
Improve Products: Cost Share for high value care for chronic conditions	Improve access for low-income individuals	Use claims data and SDOH analytics to inform cost share changes	
Improve Products: Identify impact of tobacco rating	Improve website support for health literacy	Explore use of area deprivation index to stratify health outcome differences	

Refine & Consolidate

EXAMPLE LANGUAGE CHANGE

Current Language

Authority & Relationships

Expand access to affordable insurance to address expenses and medical debt

Improve Products: Cost Share for high value care for chronic conditions

Improve Products: Identify impact of tobacco rating

Draft Language

Authority & Relationships

Goal 1: Expand and advance access to affordable "high-value" coverage to address expenses and medical debt.

Objective 1: Evaluate, analyze and Implement a community informed solution for undocumented residents by OE11.

Objective 2: Implementation of the 1332 waiver, allowing applicants newly eligible [not lawfully present individuals] to purchase coverage on the Exchange, beginning in 2024.

Objective 3: Exploration and expansion of a value-based insurance design for the Exchange, enhancing equity for all Washingtonians.

Goal 2: Improve products to identify and reduce barriers for chronic conditions.

Objective 1: Identify and propose a tactical and goal-oriented recommendation within the Exchanges direct influence for the impact of tobacco rating by end of 2024.

Objective 2: Improve collection of race/ethnicity data stratification from carriers for chronic conditions such as: cervical cancer & antidepressant medication management.

2024+ DRAFT Health Equity Action Plan

Authority & Relationships	Platform	Data & Analytics	Community Outreach

Goal 1: Expand and advance access to affordable "high-value" coverage to address expenses and medical debt.

Objective 1: Evaluate, analyze and Implement a community informed solution for undocumented residents by OE11.

Objective 2: Implementation of the 1332 waiver, allowing applicants newly eligible [not lawfully present individuals] to purchase coverage on the Exchange, beginning in 2024.

Objective 3: Exploration and expansion of a value-based insurance design for the Exchange, enhancing equity for all Washingtonians.

Goal 2: Improve products to identify and reduce barriers for chronic conditions.

Objective 1: Identify and propose a tactical and goal-oriented recommendation within the Exchanges direct influence for the impact of tobacco rating by end of 2024.

Objective 2: Improve collection of race/ethnicity data stratification from carriers for chronic conditions such as: cervical cancer & antidepressant medication management.

Goal 3: Improve and advance the collection, reporting, and analysis of vulnerable population data to reduce barriers and increase access.

Objective 1: Finalize and implement sexual orientation and gender identity policy by 2024.

Objective 2: Research and recommend proposed modernizations to race and ethnicity categories and language on HPF, informed by internal and external partnership by end of 2023. [recognizing OMB will release min. standards summer of 2024]

Objective 3: Improve website support to enable all individuals to find, understand and use information on HPF; to make well informed health related decisions.

Goal 4: Advance and expand collection, reporting, and analysis of data to identify the intersections of SDOH and health outcomes across Washington.

Objective 1: Advance and expand the design and development of health equity metrics and measures to be utilized as a Health Equity OE report with a ten year look back by end of 2024.

Objective 2: Explore the use of claims data and SDOH analytics to inform cost share change impacts to all populations with a specific look at historically minoritized communities.

Goal 5: Identify, improve and expand assistance for individuals for whom English is a second language.

Objective 1: Identify health equity action plan tactics and population by using knowledge from analytics and community engagement.

Questions

Is the draft language cohesive?

Are there any goals/objectives we are missing?

Is there anything else this group would like WAHBE to consider for the Health Equity Action Plan?

Questions?

LeAnn S. Blanco, M.Ed. | Health Equity Manager | Pronouns: She/Her | Washington Health Benefit Exchange | ☎ (360) 688-1569 | 📱 (509) 654-0566 | wahbexchange.org

Appendix

Platform

Platform

Current Language

Improve vulnerable population data capture and sharing

Improve access for low-income individuals

Improve website support for health literacy

Draft Language

Goal 3: Improve and advance the collection, reporting, and analysis of vulnerable population data to reduce barriers and increase access.

Objective 1: Finalize and implement sexual orientation and gender identity policy by 2024.

Objective 2: Research and recommend proposed modernizations to race and ethnicity categories and language on HPF, informed by internal and external partnership by end of 2023. [recognizing OMB will release min. standards summer of 2024]

Objective 3: Improve website support to enable all individuals to find, understand and use information on HPF; to make well informed health related decisions.

Data & Analytics

Data & Analytics
Use SDOH Analytics database to refine marketing and outreach
Use claims data and SDOH analytics to inform cost share changes
Explore use of area deprivation index to stratify health outcome differences

Data & Analytics

Goal 4: Advance and expand collection, reporting, and analysis of data to identify the intersections of SDOH and health outcomes across Washington.

Objective 1: Advance and expand the design and development of health equity metrics and measures to be utilized as a Health Equity OE report with a ten year look back by end of 2024.

Objective 2: Explore the use of claims data and SDOH analytics to inform cost share change impacts to all populations with a specific look at historically underserved, and minoritized communities.

→

Community Outreach	Community Outreach
Identify partners to improve assistance for individuals for whom English is a second language	**Goal 5:** Identify, improve and expand assistance for individuals for whom English is a second language. **Objective 1:** Identify health equity action plan tactics and population by using knowledge from analytics and community engagement.