

# Equitable Care Health Outcomes

5 core strategies to reduce disparities evidenced by:

- Hypertension Control in African Americans
- Colorectal Cancer Screening in Hispanic/Latinos

## STRATEGY I: COLLECTION AND LEVERAGE OF DATA

# 83%

Health Plan members **SELF REPORTED** race/ethnicity

**9.3 million** health plan members

- 2.4 million **Hispanic/Latinos**
- 1 million **African Americans**
- 1.3 million **Asian/Pacific Islanders**

## STRATEGY II: TRUST BUILDING

Communication builds



# TRUST

builds adherence



## STRATEGY III: HEALTH PROMOTION



Improve health for **INDIVIDUAL, FAMILY and COMMUNITY**

Video education

**STORY TELLING** videos: members learning from members

**INSTRUCTIONAL** videos: members learning in their own language

- Hypertension is treatable
- Easy colorectal cancer screening at home

## STRATEGY IV: EVIDENCE BASED MEDICINE

Clinical Practice Guidelines



# 41.4%

**Disparities Reduced:**

for **HYPERTENSION CONTROL** in African Americans

# 39.6%

for **COLORECTAL CANCER SCREENING** in Hispanic/Latinos

*Reference group Whites*

## STRATEGY V: PUTTING INNOVATIVE IDEAS INTO ACTION

- Collaborative calls to **SPREAD** learnings
- Targeted **EDUCATION**
- **CULTURALLY** tailored tools



### ECHO Conceptual Framework

