Race, Ethnicity, and Language Data Collection via Providers

UnitedHealthcare

Project Goals

Goal 1: Determine the feasibility and practicality of collecting patient REL data from providers

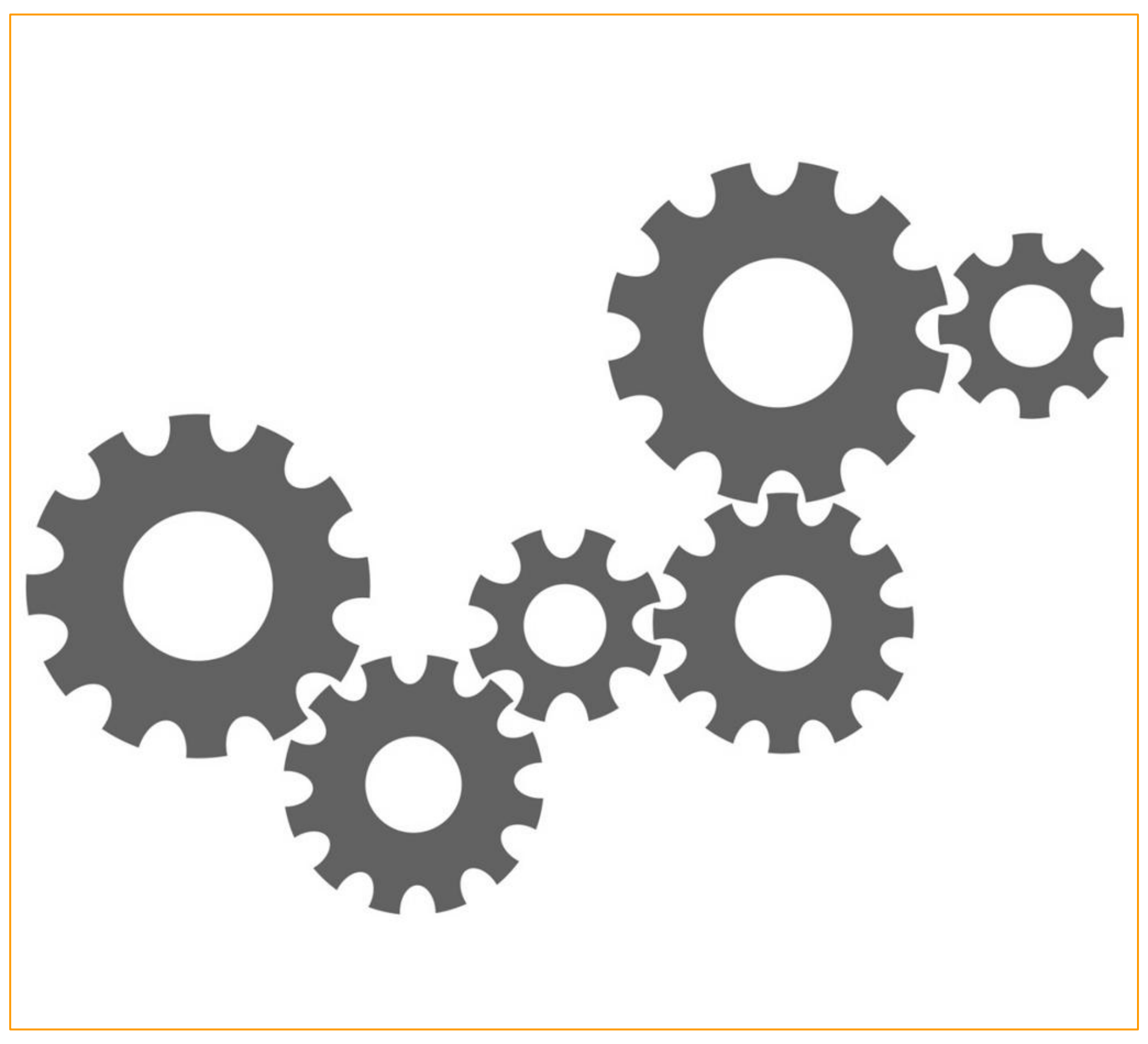
Goal 2: Determine what methods are the most efficient in collecting patient REL data from providers

Goal 3: Gather qualitative provider feedback regarding their potential role in providing patient REL data to health carriers

Goal 4: Evaluate what incentives exist for providers to submit patient REL data to health carriers

Process Undertaken During DLP

1. **Conducted provider focus groups with providers of varying size practices**
2. **Explored opportunities to conduct pilot test with identified UHC contracted providers**
3. **Explored opportunity to conduct pilot test with academic institution**
4. **Exploring opportunity to conduct pilot test with American Medical Association and other stakeholders**



Challenges/Barriers

- Competing Internal business priorities
- Partnership approval process – The process of approval to partner with the AMA took longer than expected, and identifying providers for the pilot continues to be an ongoing process.
- Stakeholder alignment – In identifying additional stakeholders to partner with on this pilot, there has been the challenge of confirming mutually agreeable roles and project priorities.
- Provider participation – Providers have a natural skepticism of projects done with insurance carriers because of potential future requirements that may be placed on providers.

Lessons Learned & Next Steps

1. **Partnerships are key to implementation. A health insurance company alone may not be the best entity to conduct the pilot because of provider skepticism.**
2. **Providers need to be educated on the “WIIFM” to providing patient REL data to health insurance carriers.**
3. **Continue exploring opportunity with AMA and other stakeholders.**