

Mission & Objectives

- ✓ To address the needs of communities and populations disproportionately impacted by the COVID-19 pandemic, we developed a strategic plan to evaluate, improve, and deploy an intervention to support current COVID-19 pandemic actions.
- ✓ By taking a health equity lens to the current COVID-19 environment, we can promote equitable access to resources and services and prevent inequities and disproportionately negative outcomes.

Our Health Equity Strategic Vision

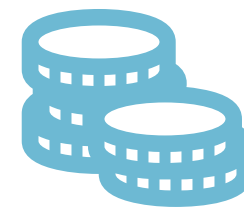
Rapidly changing demographics create a market imperative for Tufts Health Plan to build capabilities and increase our prominence among diverse populations.



Enhance member **service and quality** outcomes through targeted clinical and service programs



Evaluate opportunities to incorporate **social determinants of health** to improve health outcomes



Identify and better manage potentially **avoidable medical cost** by addressing health disparities



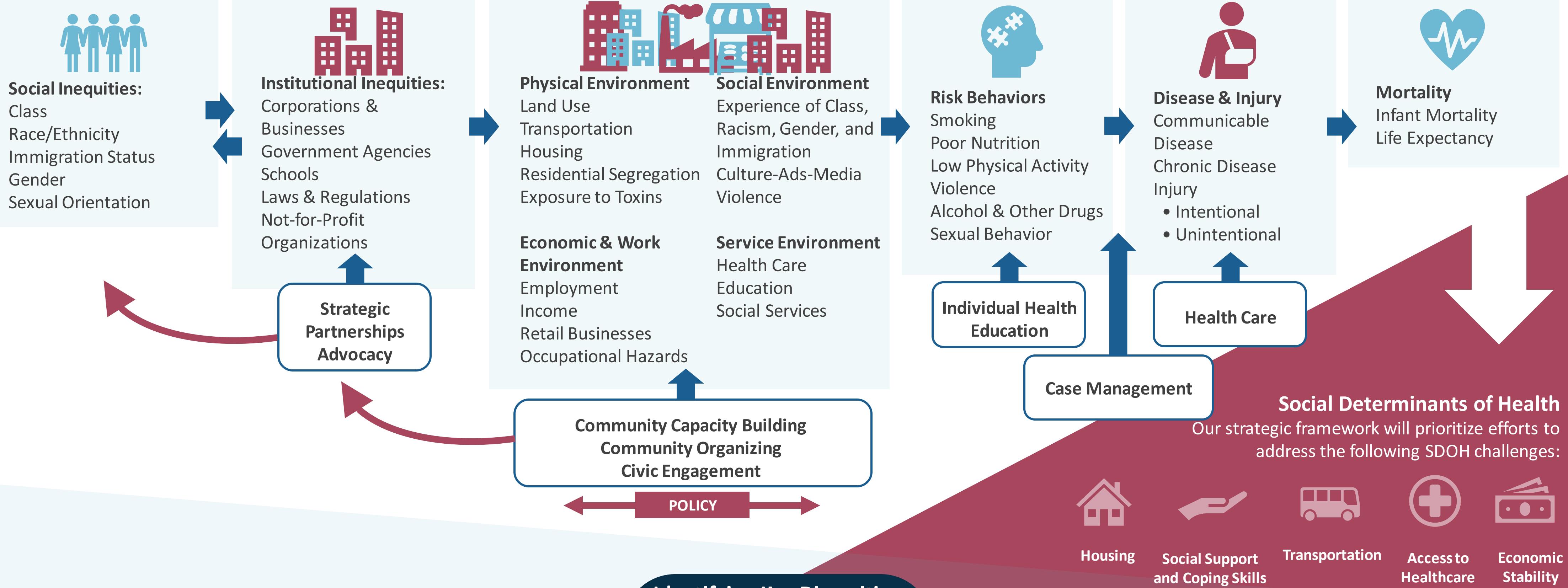
Engage **diverse consumers** to build brand loyalty and use diversity as a differentiator

A Framework for Reducing Health Inequities

Challenging conditions prevent people from practicing healthy behaviors and achieving good health.

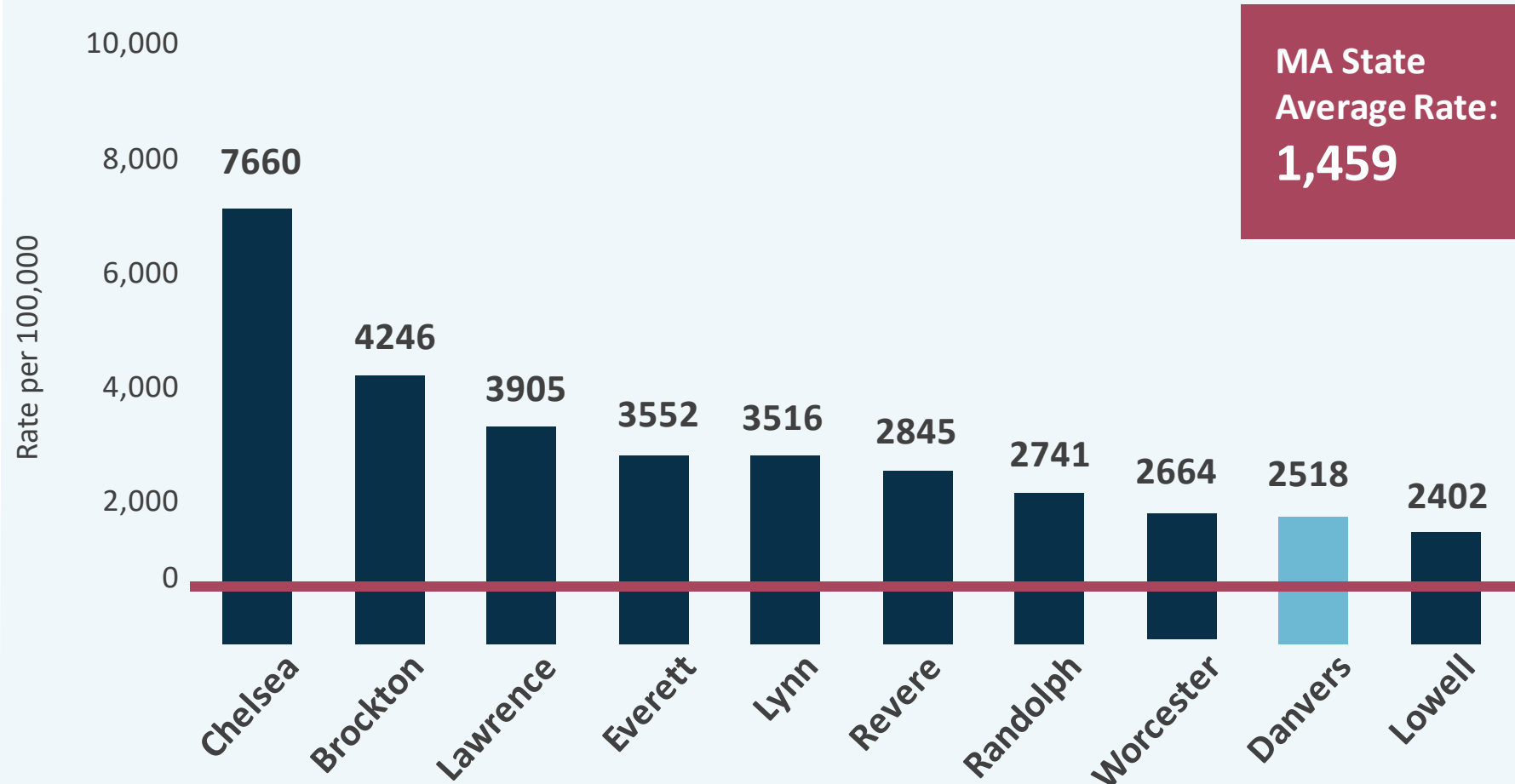
UPSTREAM

DOWNSTREAM



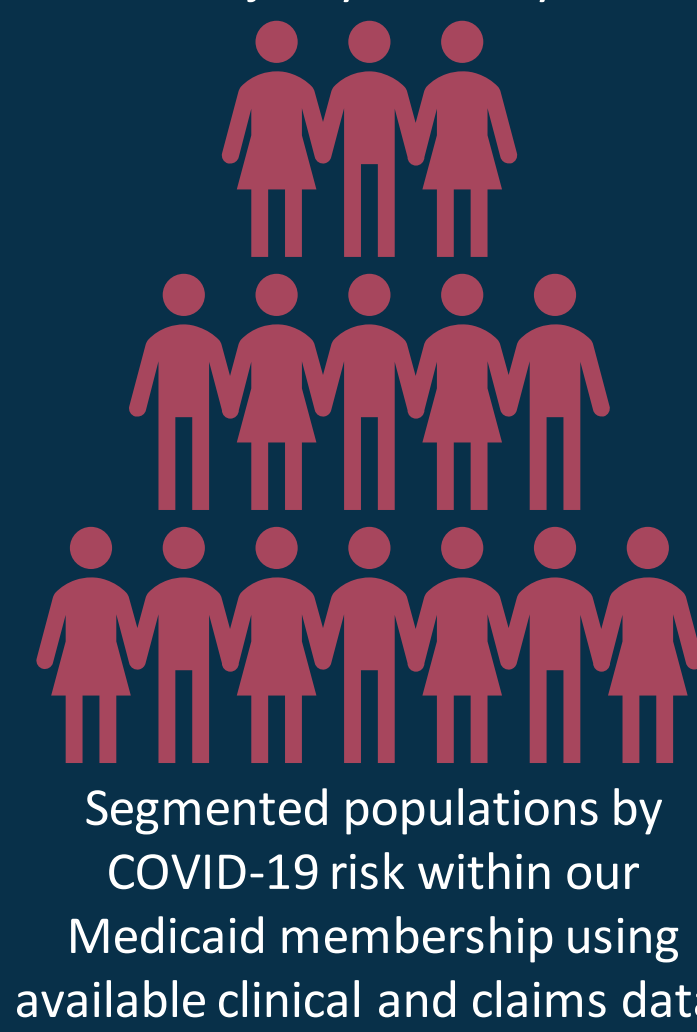
COVID-19 Hotspot Communities

MA COVID-19 Health Equity Advisory Group Findings
Cities with the highest rates of COVID-19 are primarily communities of color

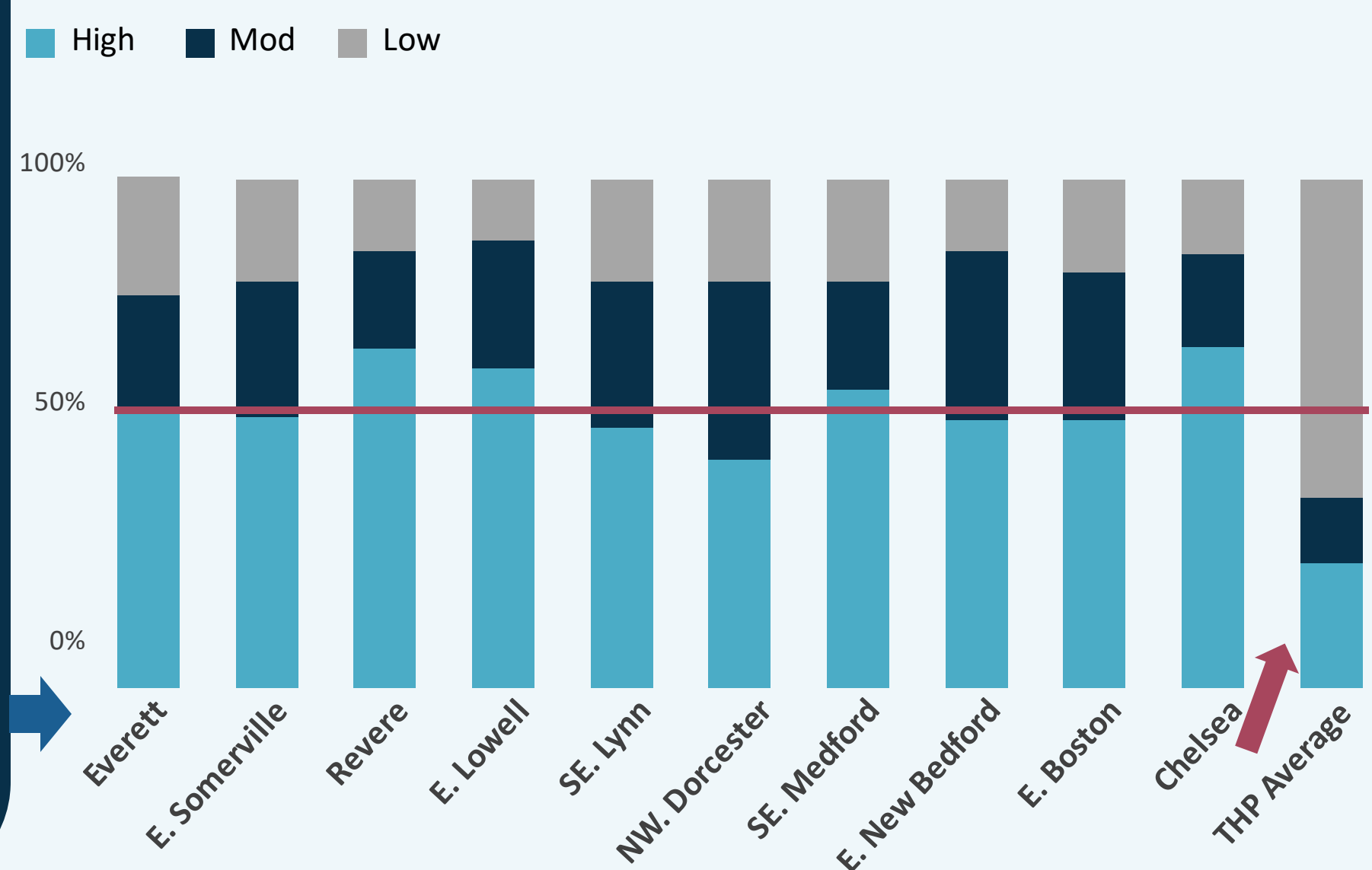


Identifying Key Disparities

Identified "hot spot" regions are located in communities that are majority minority.



Zip codes by Level of Composite COVID-19 Risk



GOALS

1. Develop and deploy an intervention to address disparities disproportionately impacting members
2. Utilize existing outreach channels and reallocate resources to address SDOH needs
3. Measure success through indicators disaggregated across vulnerable and marginalized populations to ensure the intervention is equitable and culturally/linguistically appropriate.

EFFORTS

1. Development of a flu vaccination campaign designed to address populations in need
2. Build resource directory for Population Health Staff and analyze SDOH referral platforms
3. Community engagement and outreach to "hot spot" areas including telehealth expansion

PROGRESS

- ✓ Develop internal infrastructure to address interventions for disparities
- ✓ Review data and align with current resources
- Enhance existing and develop new community partnerships
- Deploy intervention in pilot community
- Measure success with one provider group

FUTURE

1. Expand provider collaboration efforts around obtaining data and tracking SDOH interventions
2. Align with THP forums such as anti-racism focus groups and Business Diversity Resource Groups to impact disparities
3. Collaboration between teams to measure outcomes by leveraging support from data & member engagement/satisfaction