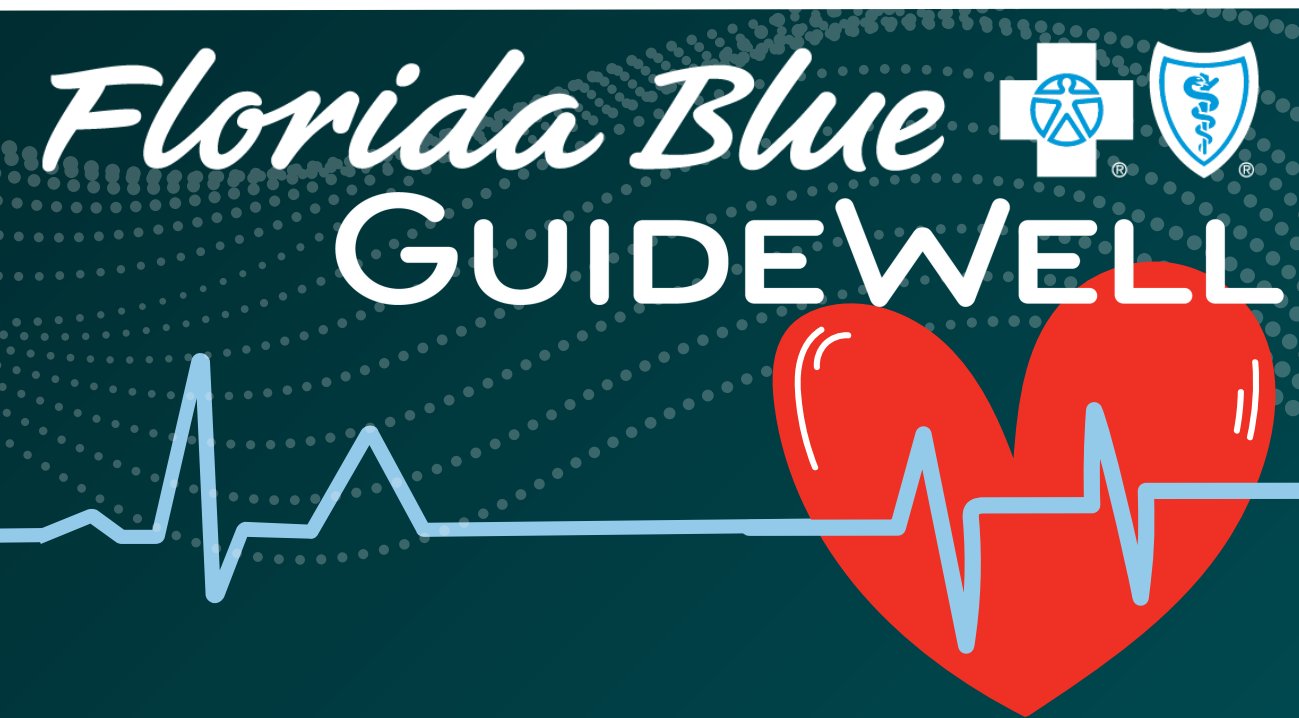


BUILDING EFFECTIVE HEALTH EQUITY INTERVENTIONS

ALL STARTS WITH DATA



Mission:

To help people and communities to achieve better health

Vision:

To be leading innovator enabling health communities

Values:

Respect, Integrity, Inclusion, Imagination, Courage & Excellence

Florida Blue is the oldest and largest health insurer in Florida and a member of the Blue Cross Blue Shield Association. Florida Blue serves over 5.9 million members across 67 counties in the state.

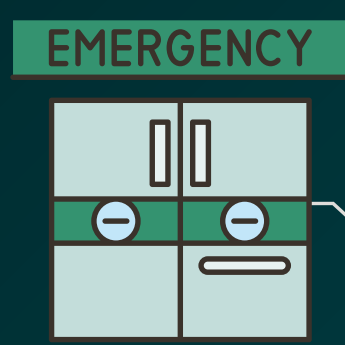
GuideWell Mutual Holding Corporation is a not-for-profit health solutions company headquartered in Florida. GuideWell companies serve 46 million people in 45 states, Puerto Rico and the U.S. Virgin Islands.

The Opportunity

According to the American Hospital Association, only 20% of a person's health and well-being is related to access to care and quality of services they receive. It is believed that a person's **social and environmental factors drive 80% of health outcomes.**

Having the appropriate data and insights related to our member's social and environmental characteristics is fundamental to achieving health equity. It is only by focusing on health equity that we will ultimately fulfill the GuideWell mission to help people and communities achieve better health.

Black members accessed necessary behavioral healthcare at a rate **20% lower** than white members



Have a **2.5x greater risk** of presenting to the ER when compared to others

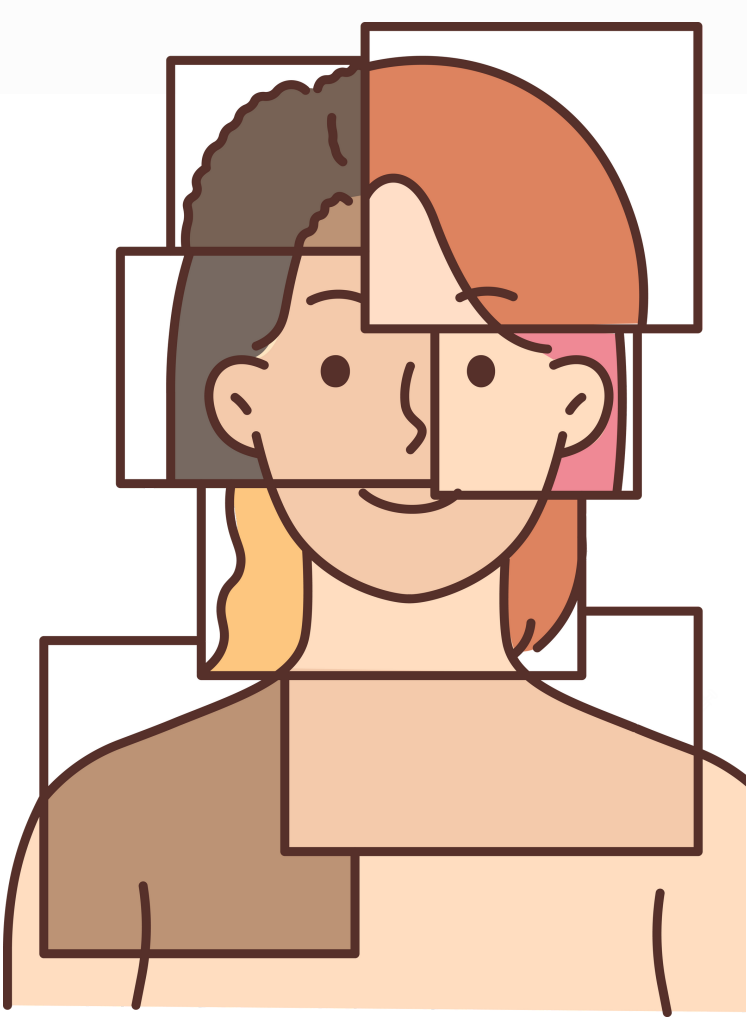


Observed a **lower office visit count** indicating reduced access to primary care services



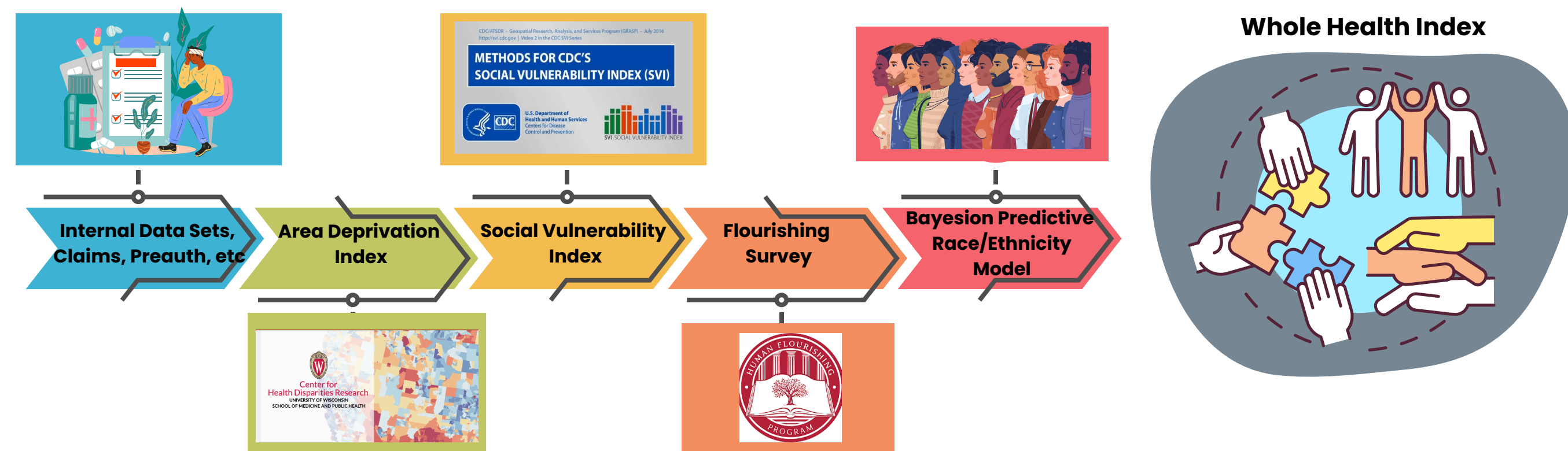
Observed a **lower Rx fill rate** fewer as others suggesting access issue with needed prescriptions

Whole Health Index



The Whole Health Index is a framework that measures consumer health holistically taking community, social and clinical drivers into account, which measures the effectiveness of health equity interventions.

The Whole Health Index was developed as a simple illustration of the art of possible – an illustration of how we can leverage all this supplemental data when combined with our own internal system data to identify disparities and most importantly an illustration of how we could potentially measure performance gain or loss over time.



Whole Health Index Goals:

- Equitable patient outcomes
- Affordable customer pricing
- Increased patient trust for health care industry
- Enhanced workforce equity
- Reduced systemic bias
- Improved health literacy



Whole Health Index – Illustrative Example Maternal Health

Black women experience worse maternal health outcomes even in the least disadvantaged areas

Measure Name	By Race			By Socio-Economic		
	White	Black	Equity	High	Low	Equity
1 Maternal care outcomes	NA	NA	0.78	NA	NA	0.92

Race	Pop	High Risk Pregnancy	Normal Delivery	C-Section	Morbidity Prevalence Rate per 1000	Postpartum Depression Prevalence	Stillbirth Rate
American Indian or Alaska Native	59	39.0%	61.0%	39.0%	30.08	20.5%	0.00
Asian or Pacific Islander	1,255	53.0%	62.9%	37.1%	17.27	8.8%	0.00
Black or African American	3,231	56.8%	56.9%	43.0%	36.12	10.5%	1.86
White	24,689	46.2%	62.0%	38.0%	21.73	13.4%	0.69

Black women are at an **increased risk (166%)** for severe maternal morbidity compared to whites.



Still-birth rate is almost **3x's higher** for the **Black population** as compared to others.

