# Using Social Determinants of Health Data to Generate Value

# A story about Larry and Bill

# **LARRY**

- 67 years old
- Rural residence
- Recently enrolled
- Pre-diabetic and has COPD



## **BILL**

- 67 years old
- Rural residence
- Recently enrolled
- Pre-diabetic and has COPD



Age, location and health risk are similar—leading to the same intervention program

## Adding SDOH can potentially paint a very different picture











### LARRY

- No PAR PCPs / hospitals within 40 miles
- Average income <\$25K the last 2 years</li>
- Does not have any post-high school education and neither does family
- Lives alone, with no family or close friends nearby who can be caregivers
- · High crime neighborhood unfit for outdoor exercise

### BILL

- PAR PCPs / hospitals within 10 miles
- Income for the last 24 months over \$200K a year
- Holds a post-graduate degree and family all have 4-year degrees
- Lives with spouse and has 5 first degree relatives within 10 miles
- Safe neighborhood, no vacant homes

# What we can learn by using SDOH and clinical data for risk stratification



Larry has **significantly** more risk than claims only-based analytics tell us

Bill has **significantly** less risk than claims only-based analytics tell us



# Turning insight into value: Matching severity appropriately

## Severe Risk

- Arrange for alternative living arrangements
- In-home services
- Financial services (Medicaid, TANF to SSI, Sec. 8 housing)

# **High Risk**

- Weekly phone call
- House visit by plan-sponsored nurse
- Arrange travel for healthcare visits

### **Chronic Care Program**

- Health Risk Assessment
- Monthly nurse call

## Low Risk 🗲



- Monthly postcard
- Wellness invitation

### Enroll top risk members in personalized care management to address medical and social determinants

#### Health & Healthcare

- Medication Delivery
- Expand into **New Geographies**

#### Economic Stability

### **Education**

- Customized Communication
- Education **Programs**

#### Social & Community Context

#### Neighborhood & Bulit **Environment**

- Healthy Food
- At Home and Community Exercise

Of all the data out there, LexisNexis<sup>®</sup> data offers the capability of deciphering what is truly relevant from a clinical perspective. With the industry's most comprehensive and accurate collection of data on social determinants of health branded as Socioeconomic Health Attributes®, every attribute is validated using industry-leading predictive analytics. LexisNexis also utilizes these attributes in Socioeconomic Health Scores® to provide further insight into risk stratification.

For More Information: Call 866.396.7703 or visit www.lexisnexis.com/risk/healthcare

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Health Care

For more information, call 866.396.7703