

# Community Health

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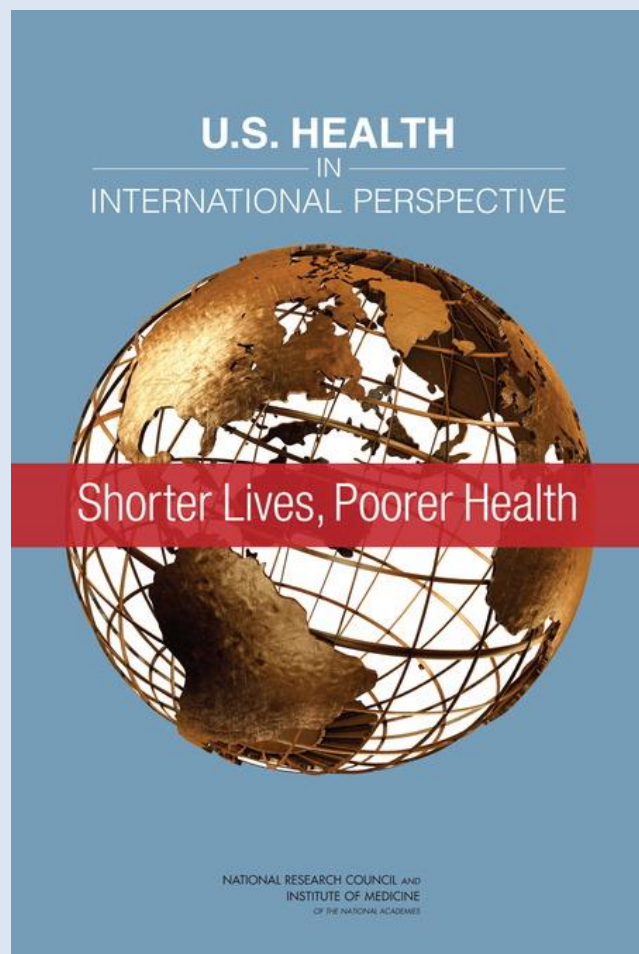
Kansas City



# Agenda

- **Our Reality**
- **Our Strategy**
- **Our Landscape**

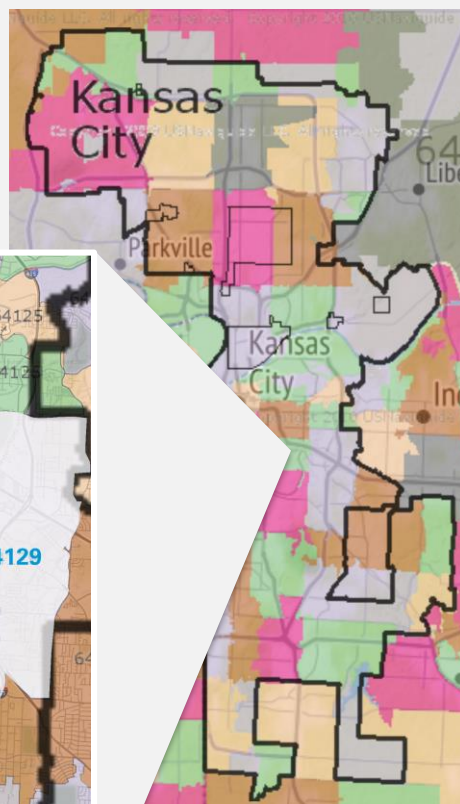
# U.S. Health in International Perspective



Americans fare worse in at least NINE health arenas and have a lower life expectancy than 17 other high-income peer countries. Why?



# at Home in Kansas City...



**15 years** separates the average life expectancy between the longest and shortest living zip codes

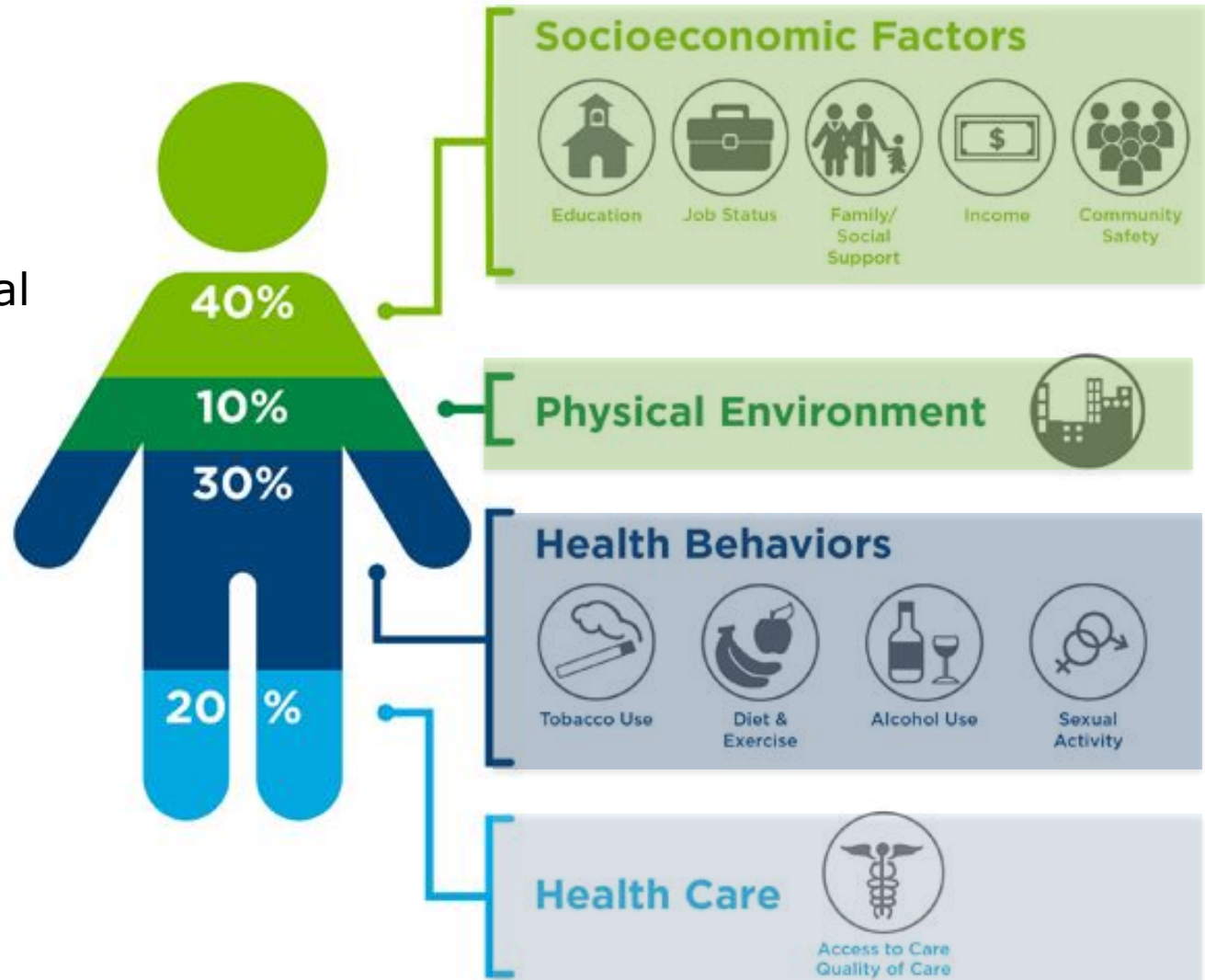
High Priority Zip Code	Life Expectancy (LE)	Difference for High LE Zip Code	Non-white population %
64126	72.4 years	-14.0 years	77.40%
64127	70.9 years	-13.7 years	84.54%
64128	69.1 years	-15.5 years	91.42%
64129	71.6 years	-12.9 years	57.51%
64130	69.9 years	-14.7 years	92.39%
64132	72.3 years	-14.1 years	86.05%

Source: City of Kansas City Health Department, 2017 Life Expectancy Rates

# Health is more than healthcare?

**80%** non-medical factors

**20%** healthcare and genetics



Source: Adapted from Kaiser Family Foundation



# Social Determinants of Health

What does that really mean?

**“Inequities in power, money, and resources give rise to inequities in the conditions of daily life, which in turn lead to inequities in health.”**

**Sir Michael Marmot, President of the World Medical Association and Public Health Author**

# **Inequities in power, money and resources in Missouri have led to inequities in health...**

- **African Americans have disproportionately higher diabetes prevalence than Whites, 13.3% vs. 10.3%.**
- **Diabetic prevalence for individuals with less than a high school education is 15.9% vs. 9.4% for those with more than a high school education.**
- **Individuals with incomes of \$15K-\$25K/year have a diabetic prevalence of 14.7% vs. 5.6% for those with incomes of \$75K or more.**

*Source: 2019 Missouri Diabetes Report: Report to the general assembly on Diabetes related efforts in the MO Health Net Division and Department of Health and Senior Services, RSMO 191.990*



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# **Inequities in power, money and resources in **Kansas** have led to inequities in health...**

- **The African American Infant Mortality Rate (IMR) in Kansas has been more than twice that of Whites for over 20 years.**
- **In 2014, the IMR for Whites was 5.2/1K births vs. African Americans and Hispanic rates at 11.0 and 6.5 respectively.**
- **Diabetes prevalence grew +65% per 1K in Wyandotte County vs. +13% per 1K in Johnson County from 2004 - 2011**

*Sources: The H.E.A.T Report, The Health Equity Action Transformation Project, Community Health Council of Wyandotte County and The Kirwan Institute for the Study of Race and Ethnicity at The Ohio University; Regional Health Assessment for Greater Kansas City, 2015, by REACH Foundation and Mid America Regional Council (MARC)*



# Social Determinants of Health



**Economic  
Stability**



**Neighborhood  
and  
Environment**



**Education**



**Health  
Behaviors**



**Community  
and Social  
Context**

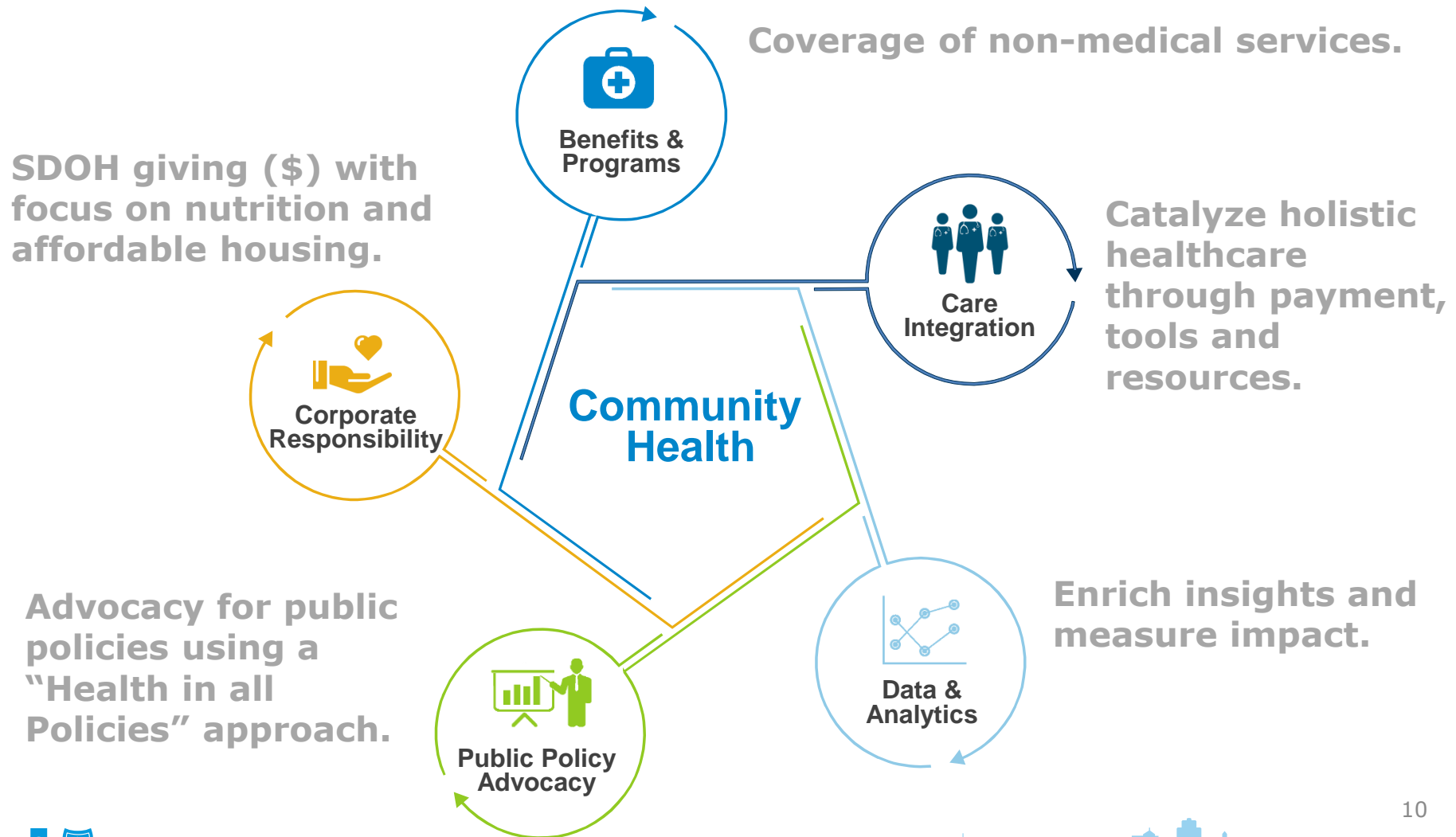


**Healthcare  
System**

## **Health Outcomes**

Life Expectancy, Quality of Life, Morbidity, Mortality,  
Healthcare Expenditures, Health Status, Functional Limitations

# Blue KC's Strategic Pillars



# 2019 Community Health Tactics



## Benefits & Coverage

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Piloting SDOH screening in value-based agreements and Spira Care.



## Care Integration

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Community Referral Network Development.



## Data & Analytics

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Heat-mapping member zip codes with the highest chronic condition prevalence.



## Public Policy Advocacy

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Exploring food policy opportunities.

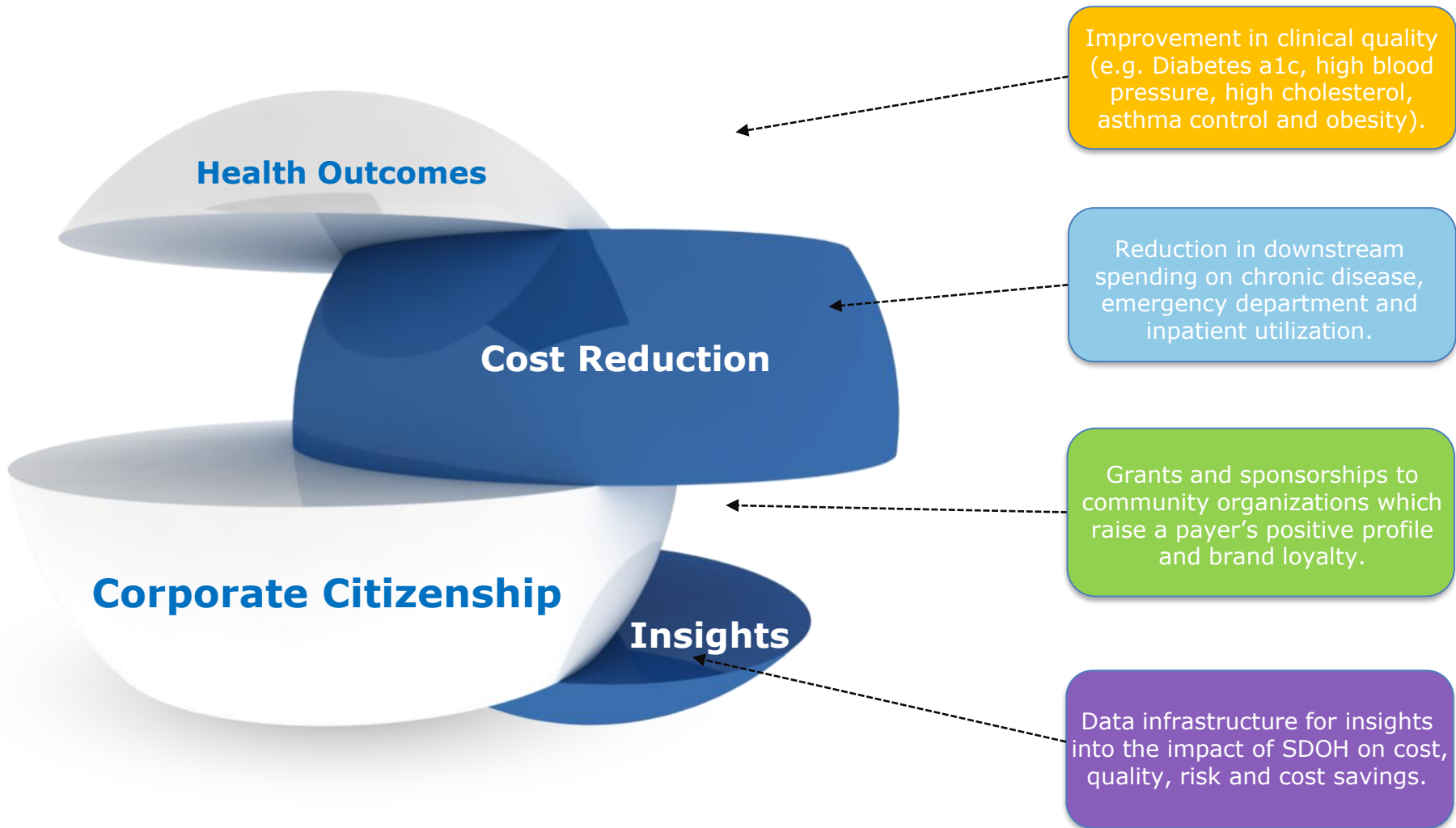


## Corporate Responsibility

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Transforming KC Health Research Grant.

# Prospective Measures of Success



# Investing in Our Communities NATIONWIDE

Giving back to move community health forward.



**36 %**

Invested in enhancing access to healthcare for all.

**26 %**

Spent on empowering Americans to prevent and manage chronic diseases.

**20 %**

Channeled into improving the quality and affordability of healthcare for all.

**19 %**

Supported causes and social issues that address the social determinants of health.

*Source: The Health of America Community Investment Report, 2017*

# Blue Cross Blue Shield Institute<sup>SM</sup>

**2018:** BCBS Institute is created; partnered with Lyft, CVS Health Corp. and Walgreens Co. to offer rides to pharmacies and primary care physicians, and expanded its partnership to Blues members in MA plans for Lyft rides to appointments, pharmacies and fitness centers.

**2019:** BCBS Institute partners with Health Care Service Corporation, delivering nutritious meals to food deserts in the Chicago area. The foodQ program was not limited to individuals with BCBS insurance, but for anyone living within the designated ZIP codes.

**2019:** BCBS Institute teamed up with Solera Health.



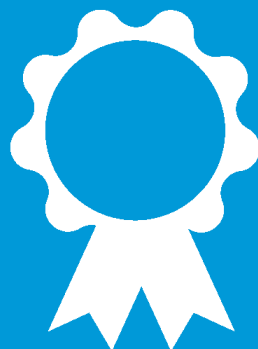


# National Payer Landscape

**CMS.gov**

## CMMI's Accountable Health Communities Model

31 participating community-based organizations across the country.



## BCBS Institute<sup>SM</sup>

Piloting programs to improve access to nutritious food and transportation in high-priority zip codes.



## Competitor Investments

All competitors have launched multi-million dollar investments in the Social Determinants of Health.  
*(See Appendix for Details)*

# National Provider Landscape

Providers are investing and partnering in Social Determinants of Health

## American Academy of Family Physicians



**The EveryONE Project** - Education and resources to promote health equity and workplace diversity.

## American Hospital Association



Supporting community health through campaigns, alliances, initiatives, publications and awards.

## Primary Care Associations



**P.R.A.P.A.R.E** - Protocol for Responding to & Assessing Patients Assets, Risk & Experiences.

## Comprehensive Primary Care Plus (CPC+)



Comprehensiveness of care through the identification and referral for health-related social needs.



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**Thank You**

