



marissa feigen <marissarae613@gmail.com>

# Cierant AXIOM: Combating the Zip Code Effect | What Best-in-Class Plan Apps Offer | Putting SDOH at the Center

Cierant Corporation <news@mktg.cierant.com>  
Reply-To: axiom@cierant.com  
To: MarissaRae613@gmail.com

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Marissa, 80% of payers plan to address SDOH. Is your business? [View this email in a browser](#)



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May 2018 NEWSLETTER

## Welcome to AXIOM,

Cierant's monthly eNewsletter.

This issue looks at how new MA benefits flexibility is creating opportunities for payers to address the social determinants of health, three member mobile app essentials, and driving population health through community intervention programs.

### Strategy

## Tackling the Social Determinants of Health



The CMS Final Rule delivered new benefits flexibility to Medicare Advantage providers by re-interpreting the ruling surrounding supplemental benefits and uniform benefits flexibility. Now, MAOs can offer a wider variety of plans with cost-sharing levels, deductibles, and supplemental benefits (extras) tailored to the specific needs of individuals and populations. Supplemental benefits also no longer need to be directly related to medical treatment, opening the door to experimentation with services that address the underlying social determinants of health, such as ride sharing, nutrition/meal delivery and preventative care services.

Both the government and payers recognize that the social determinants of health impose the greatest cost on the health care system. By bringing a broader array of services under the health care umbrella, MAOs can create new programs and partnerships that address the social determinants of members' health while controlling costs.

Read on to explore how payers of the newly formed Aligning for Health (AFH) coalition are tackling the social determinants of health head-on with innovative community intervention programs that might translate into targeted extras next year.

[Learn More →](#)

## Management

# Putting Healthcare into the Consumers' Hands



Health plans must communicate with members about everything from explanation of benefits to health screening reminders to billing and formulary changes. From text messages and emails to phone calls, direct mail and portal notifications, it can be overwhelming for members to keep track of all the information coming in.

As payers work to build their digital engagement strategies, many are realizing that it's no longer about communicating just to disseminate a message—it's about getting the right message to the

member at the right time and in the right context, so members are equipped to take the next step in their health care.

With information consolidation at top of mind, payers are developing comprehensive mobile apps in order to give members access to key benefits information when and where they need it. Not all payer mobile apps are created equal though. Across the mobile first-movers, three app functions have emerged as essential. Read on to explore what they are and tips for securing member adoption post-launch.

[Learn More →](#)

## Trends

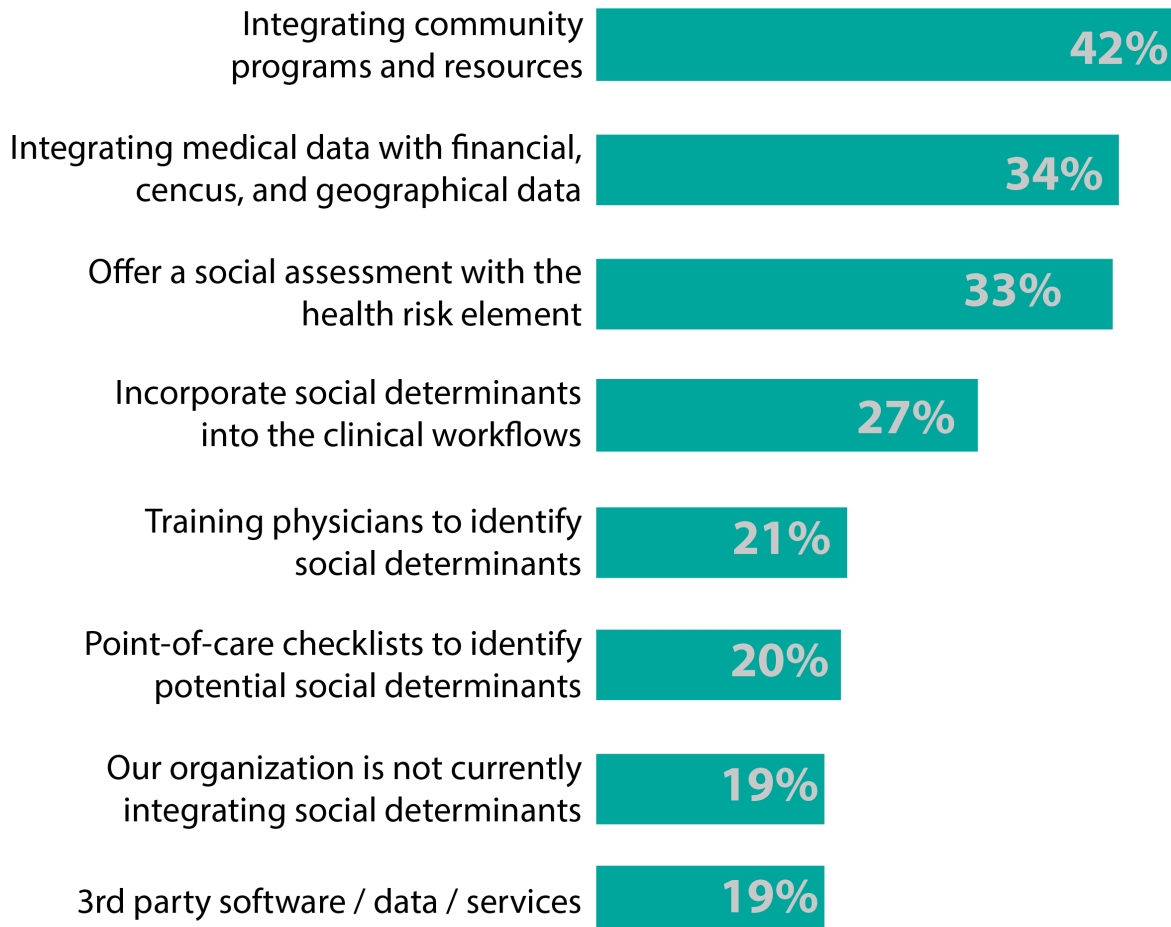
### Addressing the Holistic Health Picture

80% of payers plan to address the social determinants of health as a means of improving their population health programs, according to a new Change Healthcare Survey. Increasingly, the healthcare industry is recognizing that tackling complex geographic, socioeconomic and behavioral factors is critical to the success of population health management programs.

The findings of the *8th Annual Industry Pulse Report*, commissioned by the HealthCare Executive Group, reveal that payers are taking action to address the social determinants of health (SDOH) as a way to improve outcomes and lower costs. 42% of payers are integrating community programs and resources into their population health programs and 34% are integrating census and socioeconomic data with clinical data to develop new insights. Over a third of payers are adding SDOH assessments to their health risk assessments and 26.6% are adding SDOH into clinical workflows.

Payers, such as Humana, are starting to realize the organizational benefits and long-term returns for actively addressing SDOH, making it evident that social determinants of health are not just about soft skills or the promise of helping patients by better understanding their individual circumstances. Rather, there's a legitimate business case to be made — and it's a powerful one.

## How is your organization integrating the social determinants of health into your population health program?



Source: *The 8th Annual Industry Pulse Report*, Figure 5, Change Healthcare LLC, 2018.

### Resources

Cierant Sales: 203-731-3555  
[inquiries@cierant.com](mailto:inquiries@cierant.com)

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[34 Executive Dr](#)  
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[United States](#)  
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