

Achieving Health Equity Through Community-Clinical Linkages

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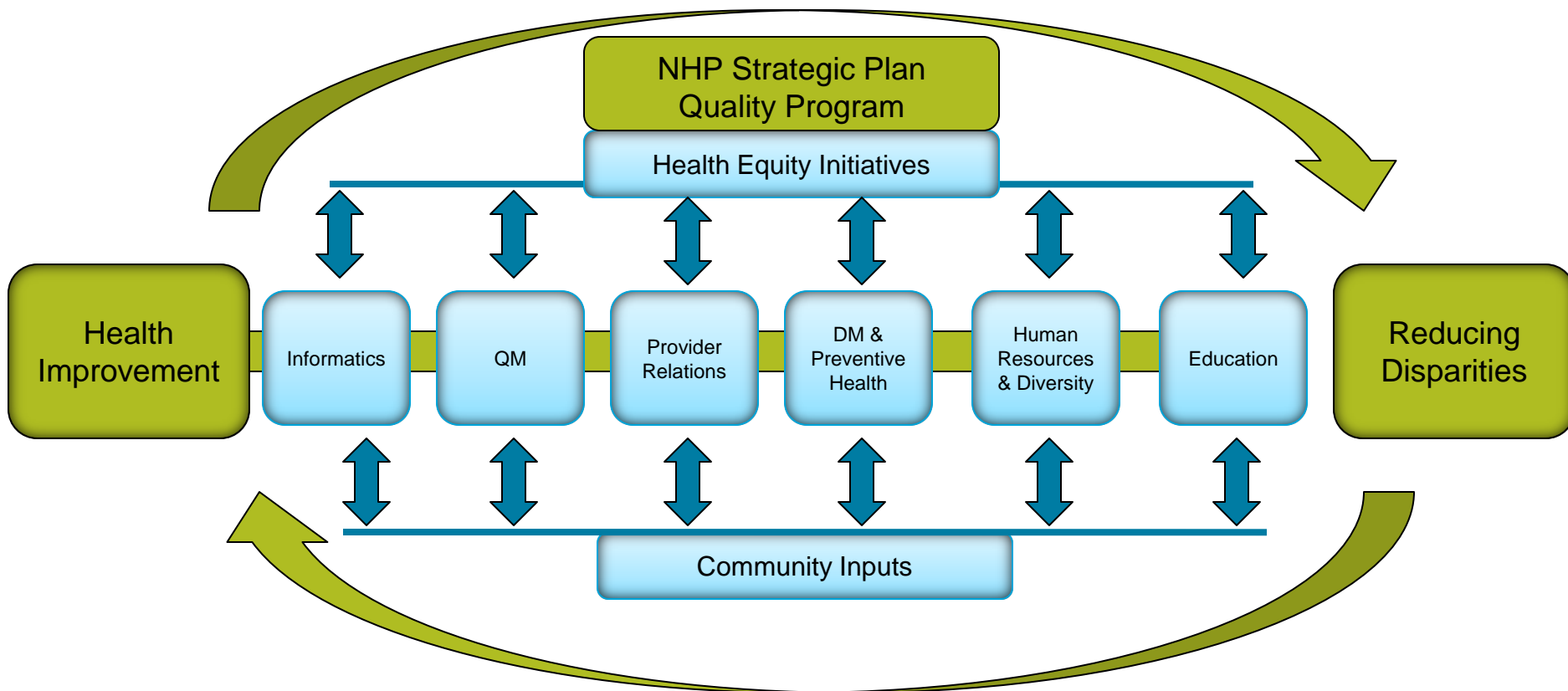
nhp.org



**Neighborhood
Health PlanTM**

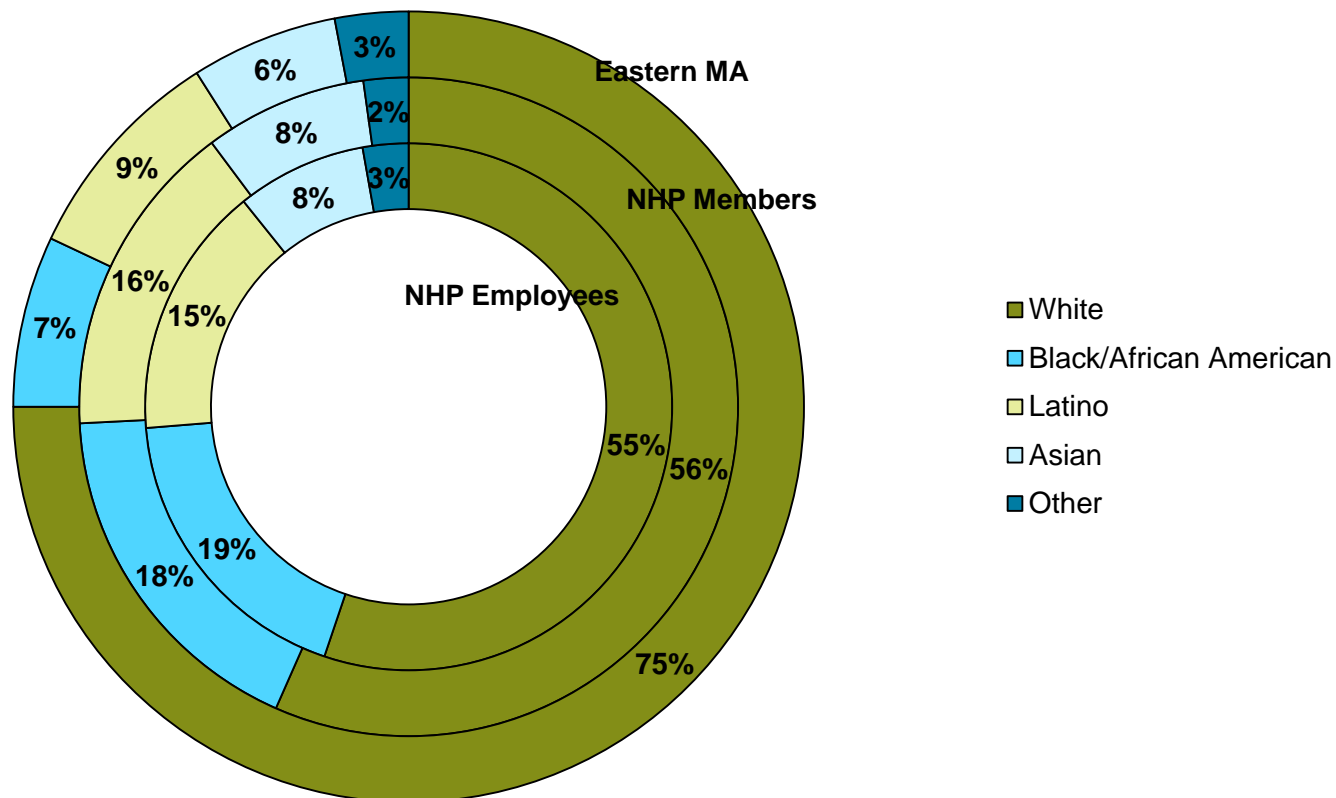
Your health. Our promise.

Health Equity INTEGRATION Health Management



Reducing disparities is everyone's business!

Comparison of Race/Ethnicity Eastern Massachusetts Population/ NHP Members/ NHP Employees



Equity Pyramid



The Health Impact Pyramid, April 2010, Vol 100, No. 4, American Journal of Public Health



Improving Mammography Screening through Promotion of Health Equity



Neighborhood Health Plan's mission is to promote the health and wellness of our members, and to help ensure equitable, affordable health care for the diverse communities we serve.

Analyzing our current performance measures by race and ethnicity to assess if inequities exist

Neighborhood Health Plan (NHP) identified a disparity among our Black/African American women members, ages 40+, who had a mammogram to screen for breast cancer (as measured by HEDIS) compared to their White counterparts. We identified that the inequity was most prevalent in the communities of Brockton, Dorchester, Hyde Park, Mattapan, Roslindale, & Roxbury the predominant communities of color in the Metro Boston area.



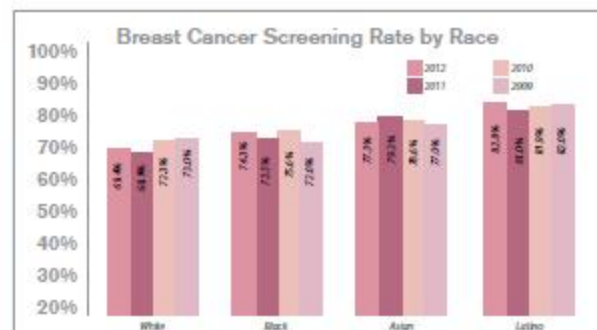
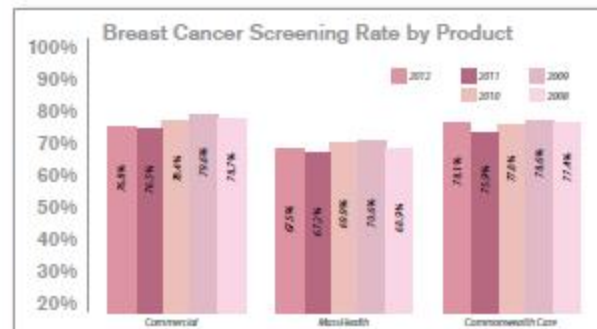
Implementing strategies to reduce inequities

NHP's Quality & Compliance team partners with Clinical Care Management and Corporate Communications to design interventions to encourage and assist members in getting care. These interventions are processed and approved through the plan's Health Equity Committee which has representatives from medical leadership, clinical operations, operations, human resources, corporate communications, health and Wellness, and quality & compliance. NHP worked with the target population as we designed interventions during all phases of the initiative.

NHP played an important role in facilitating the networking among Community Based Organizations and providers. NHP recognizes that only 10 percent of health care occurs at the doctor's office; bringing health education messages into the community to promote self care was essential.

Interventions (2009 – 2011)

Past interventions included a birthday card reminder and mammogram reminder postcard NHP's newest and more robust mammography screening reminder campaign includes advertisements in newspapers, public transportation, and community locations, as well as collateral materials listing breast cancer and screening resources. All of NHP's campaigns have been minimally bilingual (English and Spanish) and more often, multilingual in order to reach a greater population of our diverse membership and the communities in which they live.



2012 – Sustaining

Highlights and Interventions Include:

- Boston Health Phone-a-thon being conducted in partnership with YWCA Boston each year in October staffed with 32 volunteers. 120 women reached. (Fig. 6)
- Community outreach conducted at 12 health centers. (Fig. 4)
- More than 5,000 "Finding Something this Small may Save your Life" flyers distributed (Fig. 2)
- Dana-Farber Mammography van Support. 252 NHP deodorants were distributed. (Fig. 8)
- 2,000 Memory Beads distributed to target population. (Fig. 1)
- Breast Cancer Awareness October event at Neponset Community Health Center in collaboration with Dana Farber & YWCA. A pledge tree was signed by 30 patients. (Fig. 9)
- 55 members called the 800-number hotline.
- PSAs airing on Comcast. (Fig. 3)

2011 – 2012 Highlights

In October 2011, NHP embarked on developing an integrated health and wellness communications/education and more robust reminder campaign that was rolled out in three phases. The campaign was conceived of, developed, and executed completely by NHP staff. After securing feedback from our focus group, we launched a community based educational campaign targeting the impacted neighborhoods and population at risk. Campaigns have been minimally bilingual (English and Spanish) and more often, multilingual in order to reach a greater population of our diverse membership and the communities in which they live. We deployed culturally sensitive educational messages within the community (bus kings, bus shelters, train cards, local newspapers, Community Health Centers, faith-based organization, neighborhood media advertorials).



Fig. 2—"Finding something this small may save your life" Flyers



Fig. 3—Comcast PSA



Fig. 4—Wall displays inside Health Centers



Fig. 5—Transit Bus Shelter



Fig. 6—YWCA Boston Breast Health Phone-a-thon



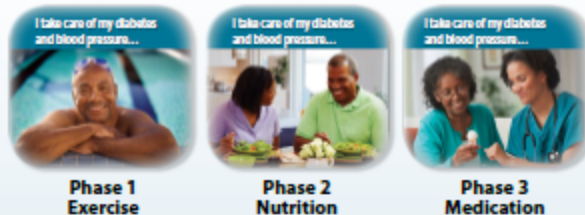
Fig. 7—Mammogram Information Website on nhp.org



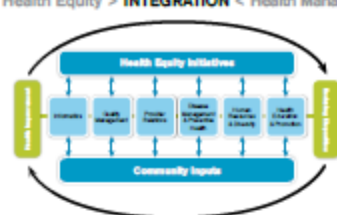
Fig. 8—Mammography Van Support: Deodorants



Fig. 9—Mammography Van Support: Pledge Tree Posters



Improving Diabetes & Blood Pressure Management through Promotion of Health Equity



Neighborhood Health Plan's mission is to promote the health and wellness of our members, and to help ensure equitable, affordable health care for the diverse communities we serve.

Analyzing our current performance measures by race and ethnicity to assess if inequities exist

Neighborhood Health Plan (NHP) identified a disparity among our Black/African American members, ages 40+, who were diagnosed with diabetes and hypertension (as measured by HEDIS) compared to their White counterparts. We identified that the inequity was most prevalent in the communities of Roxbury, Dorchester, and Mattapan, the predominant communities of color in the Metro Boston area.



Implementing strategies to reduce inequities

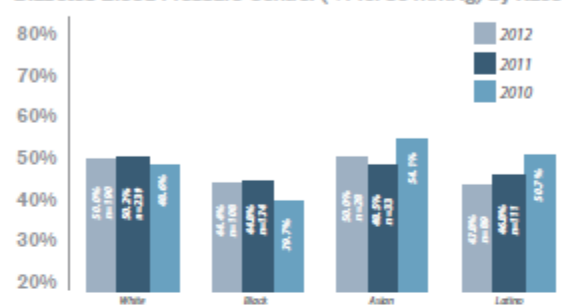
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NHP worked with the target population as we designed interventions during all phases of the initiative. NHP played an important role in facilitating the networking among Community Based Organizations and providers. NHP recognizes that only 10 percent of health care occurs at the doctor's office; bringing health education messages into the community to promote self care was essential.

Interventions (2009 – 2010)

Past interventions included a diabetes member outreach educational and reminder mailings, Diabetes Self-Management Tool Kit to newly enrolled members with diabetes, Distribution of Thumbs-Up For Healthy Food Choices and B/P Control Booklets, and Development of a Diabetes Registry.

Diabetes Blood Pressure Control (<140/80 mmHg) by Race



2011-2012

Highlights and Interventions Include:

- Over 200 Televox outreach messages to members with a diagnosis of Hypertension
- Provider & member education regarding free home blood pressure monitors to NHP members with a diagnosis of hypertension.
- 1,568 Prescriptions filled for home B/P Monitors.
- Conducted an educational food shopping experience at a targeted supermarket in partnership with the American Heart Association. Disease experts from NHP's Diabetes program as well as Diabetes Educators from local Community Health Centers on hand for member specific questions.
- Collaborated with Abbott and Walgreens (blood glucose monitoring, blood pressure monitoring) to hold a "health fair" at targeted Walgreens in our target communities.
- Promoted the use of a local farmer's market by including a discount voucher to attend one of the educational sessions. 85 Fresh produce vouchers redeemed; 1,978 coupons distributed. (Figs. 1 & 2)
- Community outreach conducted in 11 CHCs and 24 CBOs
- Targeted mailings to approximately 240 NHP members fitting demographics
- Leveraged a health promotional activity at a local Community Health Centers to connect and engage the target population with care providers.
- 1,400 Diabetes and Blood Pressure Control Booklets/Brochures
- Development of a Blood Pressure Registry
- 6,910 Medication Adherence Brochures distributed
- 14,000 Pharmacy Medication Bags disseminated (Fig. 4)
- 11,685 Screening Reminders sent
- 4,009 Birthday Reminders sent
- Outreached 73 poorly controlled Latino diabetics
- Comcast PSAs in target communities (Fig. 5)

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Fig. 1-Health and Wellness Event



Fig. 2-Fresh Produce Voucher



Fig. 3-Advertorial



Fig. 4-Pharmacy Medication Bag



Fig. 5-Comcast PSA



Fig. 6-Diabetes Subsite on nhp.org

Aligning Forces for Quality Healthier Roxbury Initiative

- Multi-stakeholder effort to improve
 - Pediatric asthma care
 - Adult diabetes care
- Collaborators include
 - Boston Public Health Commission
 - Community Health Centers
 - Hospitals
 - Health Plans
 - Community Based Organizations
 - Boston Housing Authority
 - Mass Health Quality Partners

What's in queue?

- Antidepressant medication adherence among African Americans and Latinos in Boston; Lowell/Lawrence and Worcester.
- Postpartum/well child visits in Lawrence.