

# Social Determinants of Health

## Meet Member Needs with Precision Resources

Social Determinants of Health (SDOH) shape an estimated 40 percent of a person's overall health.<sup>1</sup> The GuidingCare® platform integrates with multiple SDOH partners to enable health plans to seamlessly connect their members with social services they need, at the moment the need is recognized.

## Key Benefits

### QUICKLY LOCATE SOCIAL SERVICES AND MAKE REFERRALS

Health plans can quickly connect to local resources across the United States at the exact moment a member is in need. Care managers can find resources and make referrals for housing, food, employment, financial assistance, transportation, and other local services directly from the GuidingCare platform.



### TRACK PROGRESS AND MEASURE OUTCOMES

Care managers can track whether a member accepted a referral, monitor the member's progress with these services, and report on outcomes from within GuidingCare.

### IMPROVE QUALITY PERFORMANCE MEASURES

Health plans can directly support emerging requirements from CMS, state Medicaid programs, and accrediting bodies like NCQA as new measures are being added for tracking SDOH referral activities, and effectively close gaps in care by addressing social needs to enable better Star ratings.

## How It Works

Fully integrated within GuidingCare, the SDOH integration solution automates data exchange between the Care Management workflow and SDOH management system.

Directly from the GuidingCare interface, care coordinators can easily find SDOH providers who are convenient for members, coordinate the referral and appointments, and document follow-ups and notes.

This not only provides a cohesive, easy-to-use experience for care coordinators, but it also allows health plans to consolidate important data into a single, comprehensive view. Insights can be collected and analyzed at both an individual member and population level, facilitating the identification of high-risk members, available interventions, and progress made against goals.

With greater visibility comes better outcomes – for both members and health plans.

## An Integrated Ecosystem for Better Member Health & Well-Being

As a one-stop solution, GuidingCare partners with the best-in-class SDOH provider networks so health plans can choose the option that best fits the needs of the communities they serve.

### Social Services Search & Referral



FindHelp (formerly Aunt Bertha) is a leading social services search-and-referral platform that enables payers to seamlessly connect their members with the social services they need the moment that need is recognized and the opportunity to positively impact that need is at its highest.

Through the GuidingCare integration with findhelp, care managers are provided instant access to comprehensive, localized listings with hundreds of programs in every ZIP code in the United States.

The seamless integration provides a more efficient, effective process to make and manage referrals for critical services when members are in need.

### Integration of SDOH Insights



WellSky Social Services platform (formerly Healthify) works with payers and providers to integrate SDOH into the healthcare ecosystem.

The GuidingCare platform integrates with WellSky's infrastructure to help health plans more effectively address SDOH – nonclinical factors such as poverty, housing instability and food insecurity that impact health outcomes.

Integrating WellSky's technology into GuidingCare enables care managers to identify, refer, confirm delivery, and track outcomes for the social services needs of their members and stay on the GuidingCare platform.

## Instant Resource Matching to Immediate Needs



### Ecosystem Enablement: GuidingCare SDOH Partner Integrations

GuidingCare provides health plans with a robust integration suite to easily connect to their vendor ecosystem and improve business outcomes for all stakeholders in the healthcare continuum. Its productized integrations deliver a standard implementation and support model so customers can expect faster implementations, improved workflow efficiencies, and extra support staff each step of the way.

<sup>1</sup>American Hospital Association, 2018

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