

SUSAN'S STORY: A TALE OF SOCIAL DETERMINANTS OF HEALTH

VIDEO TRANSCRIPT

This is Susan. She lives with her husband, Hector, and their 5-year old son, David.

Susan has generally felt that healthy, so she hasn't been to a doctor in some time.

Recently Susan has been thirsty, tired, and experiencing frequent headaches. She makes an appointment to see a doctor, where she is diagnosed with Type 2 Diabetes and prescribed medication.

As a family, they qualify for and have been enrolled in Medicaid. In the State where they live, Medicaid is administered by a Managed Care Organization, or MCO.

Upon enrollment in the Medicaid MCO, Susan received a welcome call from her health plan. During the call, Susan is asked about how she likes the plan to interact with her. She responds that she prefers to communicate via text messaging and mobile applications so she can do it on her time. Upon choosing her preference, she learns about a mobile app that, once downloaded, will provide her with a variety of tools.

She can find doctors that are in network and learn about her health coverage. It also offers the option to link to her social media accounts and define her preferred mode of contact. A questionnaire gives Susan the opportunity to share her healthcare status and social circumstances if she so chooses.

The MCO starts to capture data about Susan. These data include answers to the screening questionnaire, demographics, medical claims, medical record data, pharmacy claims, and consumer data that the health plan purchases from several organizations. A profile of her health needs, aspirations, attitudes and behaviors is built that is specific to Susan. Using this information, the MCO periodically prompts Susan with questions via the mobile app, such as: "You are right around the corner from a community center that offers cooking classes and a food bank, do you want to check it out?"

Susan decides to take the bus to a neighborhood with a good supermarket. The MCO sends her a message via the app: "Susan, did you know that you can earn Uber dollars by keeping your diabetes in control? Here's a link to shopping lists for healthy diabetic meals you can make at home." This appeals to Susan because the advice is tailored to her circumstances and comes when she's about to shop. She receives follow-ups via her preferred social media platforms.

Susan has been using the MCO's app for a while and is beginning to trust it and see it as a resource. The information that it provides is relevant to her activities, lifestyle and preference. The app begins to ask more pointed questions based on Susan's buying habits, and desire expressed in the initial questionnaire that she would love to get more exercise. "I see that you seem to be buying more fresh food at the grocery store. Do you need more healthy recipes?"

"There are free outdoor yoga classes at the park near your house if you want get more exercise. Childcare is available. Click here to learn more."

It is one year since Susan enrolled in Medicaid. She interacts with her MCO's SDOH services through the app, social media groups for moms who have diabetes, and with a care manager. These services, conveniently woven into her daily life, are useful, available when and where she needs them and tailored to help her overcome SDOH factors.

At the end of the year, her diabetes is well under control, she is accessing healthy food and she has incorporated an exercise class into her schedule.