

SDoH data – ready to use.



“The Household Income Index is a great alternative to salary data – we can create analytics that were totally out of reach previously.”

MEASURE SOCIAL INFLUENCES

Reveal how social determinants of health manifest differences in behaviors, outcomes, and costs within plans and plan sponsors

OPTIMIZE PLAN PERFORMANCE

Identify specific changes where social influence barriers or costs can be reduced

QUANTIFY OR TRACK CHANGE IMPACTS

Measure and watch trends. Compare the impact of targeted actions or strategies across cohorts or care choices

ANTICIPATE AND INNOVATE

Use insights to think differently. Pilot, experiment. Quantify innovation efforts.

— What can organizations do with SDoH analytics?

Take a look at what some organizations are looking at, finding, and doing.

Organizational results and insights will vary across each population.

Annual Reviews

just got a whole lot better



This year, Allen's key account visits had a new twist.

COMPARE program results using the socioeconomic index.

REVIEW cost, outcomes, and engagement metrics using enhanced SDoH demographic insights.

STEER the conversation with numbers. Introduce plan design evolutions that remove barriers, increase engagement, lower costs.



Analyze SDoH: Socio-economic Index

Serving Communities

Has a new lens

TARGET geographies with high obesity and 1+ co-morbidities, coupled with a high physical activity index, for digital solutions.

Activate! *These communities have great existing resources to be active outdoors.*

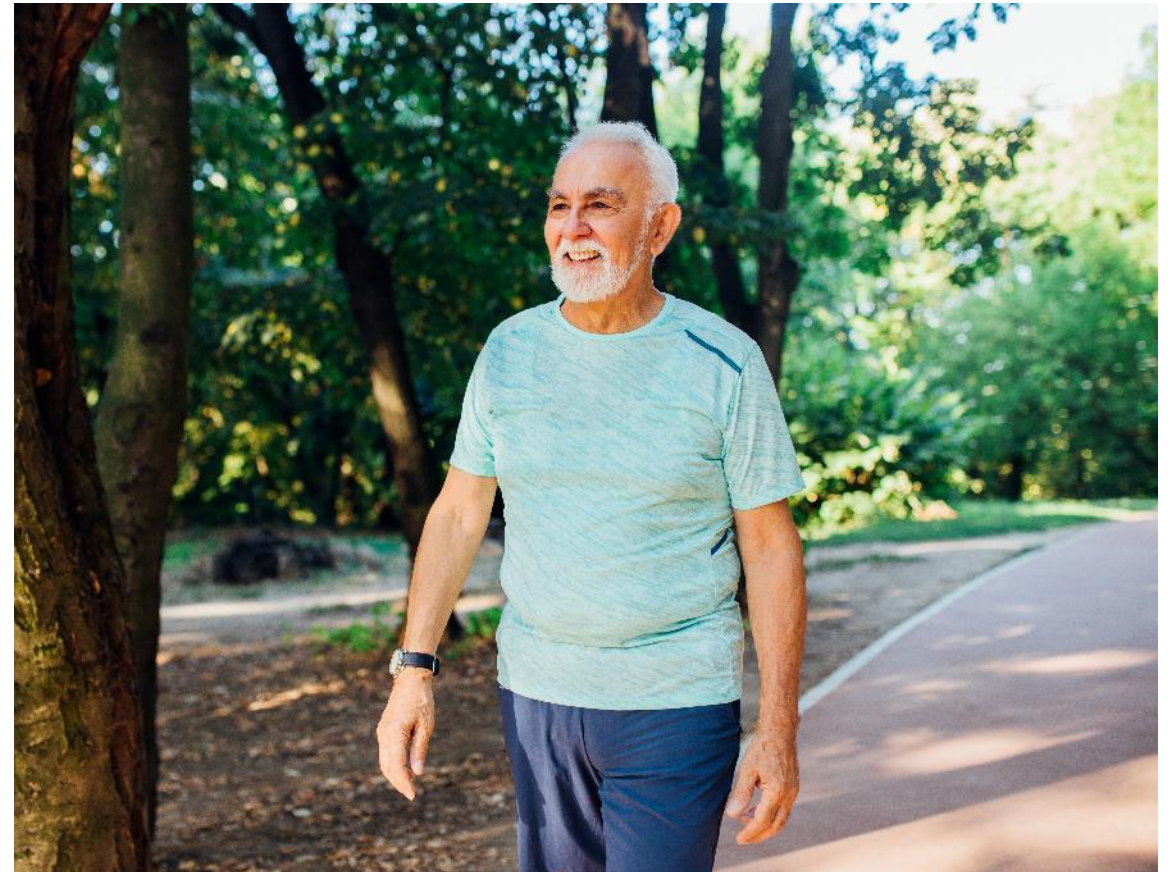
INVEST in geographies with high membership concentrations and low physical activity indexes.

Build! *These communities may need a place for members to get active, safely.*

Partner! *Do large plan sponsors have facilities that can host community activities?*



This neighborhood now has a multi-purpose trail.



Analyze SDoH: Physical Activity Index

Better than you even imagined.

Combine multiple SDoH indices for detailed insights



Dig into Health Equity

Innovate for Members, in context

MENTAL HEALTH CARE Many members have a mental health condition AND 1+ other medical conditions. A carrier found regions where members with low Socioeconomic **and** Employment indices showed lower rates of care sought for mental health conditions.

***Identify barriers!** Investigate network for geographic reach, virtual care options, cultural sensitivity, cost influences.*

DESIGN A COMMUNITY-ORIENTED PLAN for local needs.

***Pilot Plan Designs!** Test hypotheses for mental health services measurably: eliminate referrals? increase network? remove of out-of-pocket expenses? include 2 visits as part of maternity care program?*

***Metrics sell!** Show plan sponsors cost benefits from new programs. Show their population distribution across SDoH bands.*



These members have a plan that works for them.



Analyze SDoH: Socioeconomic Index and Employment Index

What's special about HDMS's SDoH approach?

- **Seven SDoH indices** offer deeper insights
- **Member-level data** gives endless analytic options
- **Intuitive and simple** SDoH dimensions and measures
- **Multi-layer** SDoH analytic views across methodologies
- **Predictive analytic results** by SDoH indices
- **Plan Sponsors act** upon SDoH insights with your teams

**Dig in and step
forward**

*SDoH Insights
Deeper, actionable.*



It's not just a vision.
We'll help you get there.

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