Building Safety Nets and Baking Cupcakes: How Social Determinants of Health Rocked my World

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Joined February 2013
Do what you can, with what you have, where you are.

~Teddy Roosevelt
INSIDE or OUTSIDE?
Do Something: Timeline of an Advocate
INSIDE or OUTSIDE?
Dr. Jennifer Walthall
State of Indiana
Syringe Services
“Everything that Indiana Medicaid is doing or attempting to do is nothing short of vile and evil.”

~The Daily Student
“HIP is about more than paying for visits and medicine. For some, it's the only bright light of hope in an otherwise desperate situation.”

~Dr. Krista Brucker, Director of Project POINT
HIP
Indiana’s Office of Healthy Opportunities

Because good health begins where we live, learn, work and play.
Healthy Opportunities

• Vision
  – All Hoosiers have equitable access to social and physical supports needed to promote health from birth through end-of-life.

• Mission
  – To reduce barriers that impede Hoosiers from achieving optimal individual health outcomes.
Good Health Is More Than Medicine

Drivers of Health

SDoH Accounts for 80% of Health Outcomes

- **Socio-Economic (40%)**
  - Education
  - Employment
  - Family and Social Support
  - Income
  - Safety

- **Health Behaviors (30%)**
  - Alcohol and Drug Use
  - Diet and Exercise
  - Sexual Activity
  - Tobacco Usage

- **Physical Environment (10%)**
  - Air and Water Quality
  - Housing and Transit

- **Clinical Care (20%)**
  - Access to Care
  - Quality of Care
How we get there: Five focus areas

1. Understand our members:
   - Screen for social context
   - Analyze information
   - Develop data strategy

2. Build Awareness:
   - Pilot SDoH awareness campaign across FSSA

3. Build a community-based organization network:
   - Strategy, process and tool

4. Programs, policies and incentives:
   - Review, create and augment

5. Execute projects:
   - Deliver results
<table>
<thead>
<tr>
<th>Healthy Opportunities Assessment Tool</th>
<th>Yes / No / NA</th>
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<tr>
<td>In the last 12 months, did you ever eat less than you felt you should because there wasn't enough money for food?</td>
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<td>In the last 12 months, has your utility company shut off your service for not paying your bills?</td>
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<td>Are you worried that in the next 2 months, you may not have stable housing?</td>
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<td>Do problems getting child care make it difficult for you to work or study? (leave blank if you do not have children)</td>
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<td>In the last 12 months, have you needed to see a doctor but could not because of cost?</td>
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<td>In the last 12 months, have you ever had to go without health care because you didn’t have a way to get there?</td>
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<td>Do you ever need help reading hospital materials?</td>
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<tr>
<td>Are you afraid you might be hurt in your apartment building or house?</td>
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<td>During the last 4 weeks, have you been actively looking for work?</td>
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<td>In the last 12 months, other than household activities or work, do you engage in moderate exercise (walking fast, jogging, swimming, biking or weight lifting) at least three times per week?</td>
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Key Learnings: ~75K Respondents*

Highest Needs

- Food Instable: 64%
- Lack of Funds for Healthcare: 50%
- Job Instable: 44%
- Fear of Housing Loss: 34%
- Lack of Transportation: 24%
- Unable to Afford Childcare: 21%
- Lack of Funds for Utilities: 20%

*16% Response Rate
Awareness Campaign - Launching 3/19

- Two-year FSSA Employee Engagement campaign that will:
  - Build social determinants of health awareness.
  - Educate associates how to recognize, identify and assist with addressing social context issues.
  - Develop an intentional focus on social determinants of health.
Community-Based Organization Network Team - Launched 11/19

- Cross-Sector/State group of individuals who are leaders in community-based services.
  - Develop an understanding of current landscape.
  - Create a strategic plan for development of a SDoH network for referral management.
  - Plan includes processes, tool(s) and potential incentives.
  - Pilot urban and rural locations to better understand unique needs.
Healthy Opportunities Timeline

- Office of Healthy Opportunities launched
- SDoH assessment tool selected and deployed
- Data strategy kicked-off
- Associate awareness campaign RFI released
- Community-based organization Network (CBO) team kicked-off

2018

- Associate awareness campaign work begins
- Data analytics work launches and closed-loop system begins
- Program and incentive work commences
- CBO network development begins
- CBO pilot area(s) to be identified

2019

- Associate awareness campaign continues
- CBO Network processes and tools to be identified and selected
- CBO pilot begins
- CBO network launches
- SDoH policy work commences
- CMS waiver work launches
- Program and incentive work continues

2020

- Program and incentive updates to be announced and implemented
- Projects begin
- State-wide associate awareness campaign launches
- On-going analysis continues

2021
How to get started
OpenBeds® IN 2-1-1 State Referral Process

Acute Care Hospitals

Social Workers Case Managers

Individuals

Indiana Family & Social Services Administration

Providers
Gateway to Work

Gateway to Work Website effective Jan. 2019
Fixing the Cliff: HIP Bridge

• HIP is a model program that allows for a transition to other insurance options for some Hoosiers
• The implementation of Gateway to Work will assist with this transition
• Some member have circumstances that make this difficult and need additional assistance for success
• Working with federal partners for details
• Goal implementation 1.1.20
LOVE
Rules for Inside
1) The Jeff Sperring rule: Do you want the jerks telling you what to do, or should you go be one of the jerks?
2) Remember what brought you to the table. Don’t compromise that to stay at the table.
3) You only have one hill to die on. Choose it wisely.
4) Guard your heart.
INSIDE or OUTSIDE?
YES. AND.

Love,

Your friendly neighborhood bad guy