



L.A. Care
HEALTH PLAN®

For All of L.A.

ECAC Meeting Presentations

May 10, 2023



**ELEVATING
HEALTHCARE**
IN LOS ANGELES COUNTY
SINCE 1997

Health Equity and Gender Identity and Sexual Orientation



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Health *Equity*

Is L.A. Care addressing health equity?

L.A. Care is committed to advancing health equity for our members.

- L.A. Care has long recognized and worked to address member **health disparities** and the social barriers that prevent equitable health.
- By [health equity](#), we mean everyone has a fair and just opportunity to be as healthy as possible.



What is the difference between equality and equity?

EQUALITY:

Everyone gets the same – regardless if it's needed or right for them.



EQUITY:

Everyone gets what they need – understanding the barriers, circumstances, and conditions.



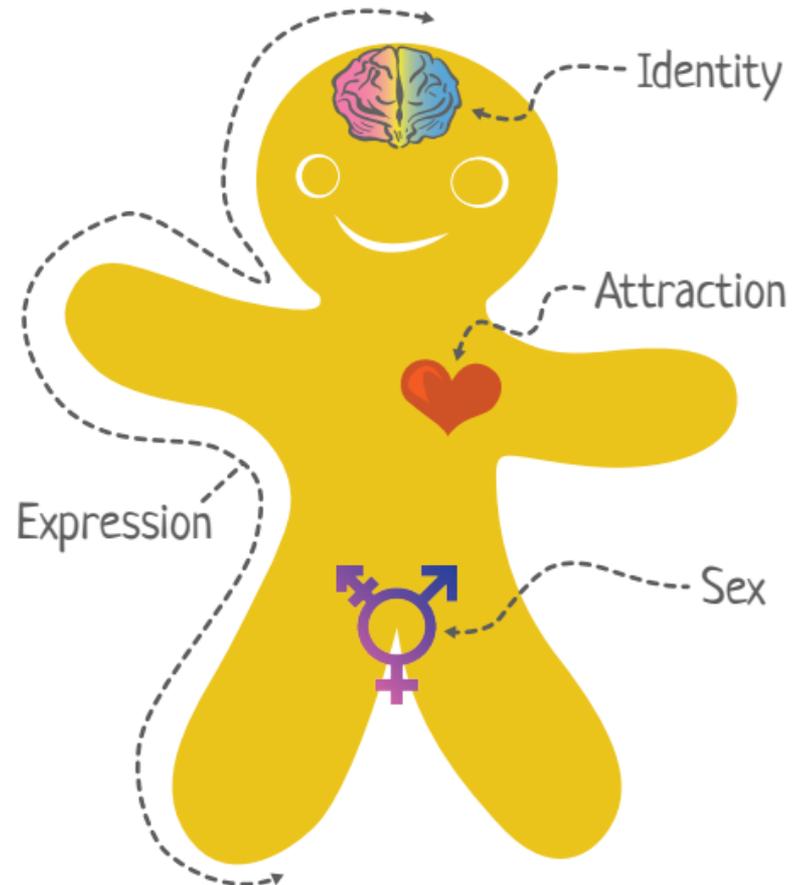
Why is member data collection important?

- **L.A. Care regulatory agencies are asking L.A. Care prioritize member data collection** to address health outcomes that differ by different populations.
- L.A. Care collects **race, ethnicity, language** as well as **geographic data**.
- This helps L.A. Care departments **put together interventions** that will make a difference to these populations.

What is SOGI?

L.A. Care is moving closer to health equity by collecting information on **gender identity and sexual orientation data – SOGI data.**

- Sex assigned at birth = 
 - Female, Male,
 - May include intersex
- Gender identity = 
 - Female, Male, Non-binary, Trans Male, Trans Female, etc.
- Sexual Orientation = 
 - Bi, Queer, Lesbian, Pansexual, Gay, Straight, etc.
- Pronouns = Gendered and gender neutral identifiers
 - She/her; He/Him; They/them



Why collect this information?

It's simple – *Better Care!*

Understanding LGBTQ+ identities and healthcare needs enables our clinicians and staff to provide the most appropriate and inclusive care, leading to better outcomes and higher patient satisfaction



All of this information is **VOLUNTARY**. You can decline to answer this questions.

Why is it important to collect SOGI Data?

Reduce Health Disparities

- LGBTQ minority patients face **huge health disparities**, incl. mortality, mental health, substance use, HIV
- History of **invisibility** (assuming every patient is heterosexual & that legal sex matches gender identity)
- **Lack of data** for researching improved care

Doing the Right Thing

- **Regulatory requirement** – Accrediting agencies, state, Covered CA
- LGBTQ patients deserve **equal, patient-centered care & quality of life** – which requires patients to feel safe & respected in healthcare settings
- Business need – this is a **growing patient population** that we need to prepare for *now*

Patient Satisfaction

- **Goal:** provide seamless use of preferred name, preferred pronouns, and gender identity in all patient-facing interactions
- Collect SOGI data for all patients to provide best care with **inclusive respectful language & knowledgeable clinicians**

What does L.A. Care do with this information?

- L.A. Care teams will use this information, similar to that of race, ethnicity and language data, to better serve our community and identify if there are health disparities within these populations.
- L.A. Care teams will work together to address health disparities, which may include targeted interventions to improve health outcomes based on the data.
- Pronoun information will be shared with L.A. Care internal departments in order to address members in their preferred pronouns.
- This data will not yet be shared with providers, vendors or other agencies at this time.

Credit



We would like to credit Mass General Brigham for their assistance in providing the training materials that was the basis of this training.



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Questions?



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Colorectal Intervention Updates



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Johanna Gonzalez and Xin Lee
Quality Improvement Project Manager II
Clinical Initiatives



May 10, 2023



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Objectives

- Update the committee on Colorectal Cancer Screening (COL) Interventions



2023 Social Media Campaign

Post #1:

March is Colorectal Cancer Awareness month! Did you know that colorectal cancer screening is recommended for everyone starting at age 45? Most people with colon cancer don't have symptoms. This means you should get screened even if you feel fine. If you are between the ages of 45-75 and at average risk, talk to a doctor about colorectal cancer screening and if you are due. Colorectal cancer screening can save your life! #backtocareLA #ColorectalCancerAwarenessMonth #GetScreened



Post #2:

Colorectal cancer is the 3rd most common cancer diagnosed in the United States. The good news? It can be PREVENTED! Regular screening tests can save your life. A colonoscopy isn't the only option for colorectal cancer screening. Some tests can even be done in the comfort of your own home. If you are between the ages of 45 to 75, call your doctor to discuss which testing option is right for you! #backtocareLA #ColorectalCancerAwarenessMonth #GetScreened



Post #3:

March is Colorectal Cancer Awareness month! Colorectal cancer screening is recommended starting at age 45. Regular screening tests can save your life! Screening can prevent colorectal cancer through the detection of polyps early before they become cancer and when they may be easier to treat. Call your doctor TODAY to find out if you are due! #backtocareLA #ColorectalCancerAwarenessMonth #GetScreened



2023 Colorectal Cancer Screening Mailer



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Medicare Plus.
(HMO D-SNP)

Prevention is POWER.
Take action today for a healthy life.
Open to find out about screenings you may need.



L.A. Care
Covered.

Prevention is POWER.
Take action today for a healthy life.
Open to find out about screenings you may need.



L.A. Care
Medicare Plus.
(HMO D-SNP)

Prevention is POWER.
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Other Interventions:

- COL Robocalls
 - Calls will be translated into threshold languages
- COL Text Messaging Campaign
 - Campaign will launch by June 2023
- COL Member Incentive
 - Expected launch by end of 2023
- COL At-Home Testing Kit
 - Expected launch by Summer of 2023



What else can L.A. Care do to help get this message out?



Prevention is Power!

Thank you for your help in our efforts
to build healthy communities!

