

Health Equity Challenge

2022-2023

In partnership with UnitedHealthcare



Goals for today



Introduce UnitedHealthcare
Community & State



Understand the
Health Equity Challenge



Awards



Questions – Open Forum

Organizational overview

UNITEDHEALTH GROUP



Community & State



UnitedHealth Group is a health care and well-being company working to help build a modern, high-performing health system through improved access, affordability, outcomes and experiences.

Mission

Help people live healthier lives and help make the health system work better for everyone.

Vision

Deliver the most affordable coverage; simplest experience; and highest quality, supported care.

Core Values

Integrity
Compassion
Relationships
Innovation
Performance

UnitedHealthcare offers a full spectrum of health benefits:

- Medicare & Retirement (12.4 million people)
- **Community & State** (7.8 million people)
- Employer & Individual (27 million people)
- Global (7 million people)



Optum

Optum is the business that delivers care aided by technology and data.

Community & State provides health care products and services to states that care for the economically disadvantaged, the medically underserved and those without the benefit of employer-funded health care coverage.

7.8M

7.815 million people served

100+

100+ specific state programs

31

Covering 31 states and Washington, D.C.

1,400

Serving dual eligible members in 1,400+ counties

374K

Serving more than 374,000 members with Aged, Blind, and Disabled plans



UnitedHealthcare Community & State's role in America's health

Community & State serves millions of people across the nation in acute and long-term care Medicaid plans, the Children's Health Insurance Program (CHIP), Special Needs Plans and other federal and state health care programs.

Mission and footprint

Our mission is to help the people we serve live healthier lives, and our goal is to be the plan of choice:

- For governments seeking innovative partners to manage their underserved populations
- For people seeking a health plan that is attentive and sensitive to their needs
- For providers seeking an effective partner in serving their patients

Our core values



Serving 7+ million members across 32 markets

4M+ members

Temporary Assistance for Needy Families (TANF)
Children's Health Insurance Plan (CHIP)
Aged, Blind, and Disabled (ABD)
Childless Adults

1M+ members

Long-Term Services & Supports (LTSS)
Special Needs Plans (SNP)
Fully Integrated Dual Eligible (FIDESNP)
Medicare Medicaid Plan (MMP)

215K members

Developmentally Disabled/Ventilator
Dependent, Children's Rehabilitative Services,
Severe Mental Illness, Administrative Services Only

1.25M members

Medicaid Expansion



Get to Know Us

UNITEDHEALTH GROUP



U. Michael Currie, MPH, MBA
Senior Vice President and
Chief Health Equity Officer



Nicole Cooper, DrPH, MPH
Senior Vice President,
Office of Health Equity



Dr. Kenneth Poole
Chief Medical Officer



**Dr. Patricia DeLoof, MD, MMM,
CHCQUM, FABQAURP**
Chief Medical Officer



Emily Williams, MPH
Population Health Director





U. Michael Currie, MPH, MBA
Senior Vice President and
Chief Health Equity Officer

- He completed his undergraduate studies at Morehouse College, received his MPH from George Washington University and his MBA from Johns Hopkins University.
- Led the coordination of health equity efforts across UnitedHealth Group since June of 2010.
- He is responsible for the development and execution of enterprise efforts, initiatives and interventions to identify health disparities, as well as the enhancement or implementation of programs, services and strategies to address identified health disparities.
- He has held roles in both the public and private sectors with responsibilities related to disease prevention, wellness and health benefits, and has spent close to 30 years focused on population health management.
- Michael has contributed to numerous health equity and health disparities related articles, publications and podcasts, been a guest lecturer at public and private organizations including academic institutions and continues to serve on various local and national boards and committees focused on addressing barriers to health care and improving health outcomes.



Dr. Nicole Cooper, DrPH, MPH
Senior Vice President,
Office of Health Equity

- Resides in Washington, DC
- Dr. Cooper holds a bachelor's degree from Spelman College, a master of public health (MPH) degree in Health Management and Policy from the University of Michigan, and a doctor of public health (DrPH) degree in Health Policy from Harvard University.
- Dr. Nicole M. Cooper currently serves as a Senior Vice President of Environmental, Social & Corporate Governance (ESG) Initiatives at UnitedHealth Group. In this role, she helps to lead the UHG Office of Health Equity while managing various national health equity partnerships and coalitions.
- She formerly served as Head of Healthcare Policy at Lyft. In this role, she developed and managed Lyft's federal and state healthcare policy agenda, working to expand Lyft's presence in the healthcare sector. She also led Lyft's healthcare-related strategic partnerships and alliances supporting the company's social impact strategy and ESG priorities.
- Dr. Cooper was an Obama administration political appointee, and part of the US Department of Health and Human Services team responsible for implementation of the Affordable Care Act. At HHS, Dr. Cooper served as a policy advisor to key leaders in the agency, including the Chief of Staff at the Centers for Medicare & Medicaid Services (CMS) and the Deputy Assistant Secretary for Minority Health.



**Dr. Patricia DeLoof, MD, MMM,
CHCQUM, FABQAURP**
Chief Medical Officer

- Resides in Grosse Pointe Park, MI
- Graduated from Wayne State University in Detroit, MI and received my B.S., M.S and M.D here. Also, I graduated from Carnegie Mellon University in Pittsburgh, PA with my Master's in Medical Management.
- A quality driven physician seeks to bring expertise in the medical field to the table. New clinic startup, hospitalist practices and academic/ambulatory practices. Excellence in patient safety, quality, and utilization management. Keen business instincts ideal for identification and capitalization of new growth opportunities through market analysis and brand development. Experienced Chief Medical Officer with a demonstrated history of working in the insurance industry. Skilled in Healthcare consulting, Disease Management, Medicaid, Healthcare, Quality, Population Health, Medical Affordability, Utilization Management and Physician Relations.
- Hobbies include: running half/full marathons, playing piano, traveling, and watching/attending swim meets of my daughters who are professional/international/Olympic swimmers.



Emily Williams, MPH
Population Health Director

- Resides in Troy, MI
- Graduated from Michigan State University and received a B.S. and M.P.H.
- Focused on creating a more consumer-oriented, transparent and value-based health world. Has a drive for innovation and a passion to improve health and eliminate disparities for all populations, particularly the underserved. Serves on the UHC Social Determinants of Health (SDOH) Forum Committee and was one of the founding members. Additionally, she helps lead the Diversity, Equity, and Inclusion committee for MI. Her focus to eliminate disparities is evident in the programs she leads including housing and SDOH support for high-risk obstetrics members, providing food as medicine interventions for type II diabetics and serving as the convener for community-based interventions to address social risks and needs.
- Prior to joining UnitedHealthcare, Emily was instrumental in the creation of a proprietary case management platform, utilized by providers, clinicians, and patients to support clinical and social needs.
- Hobbies include: spending time with family, watching MSU football, traveling and being outside



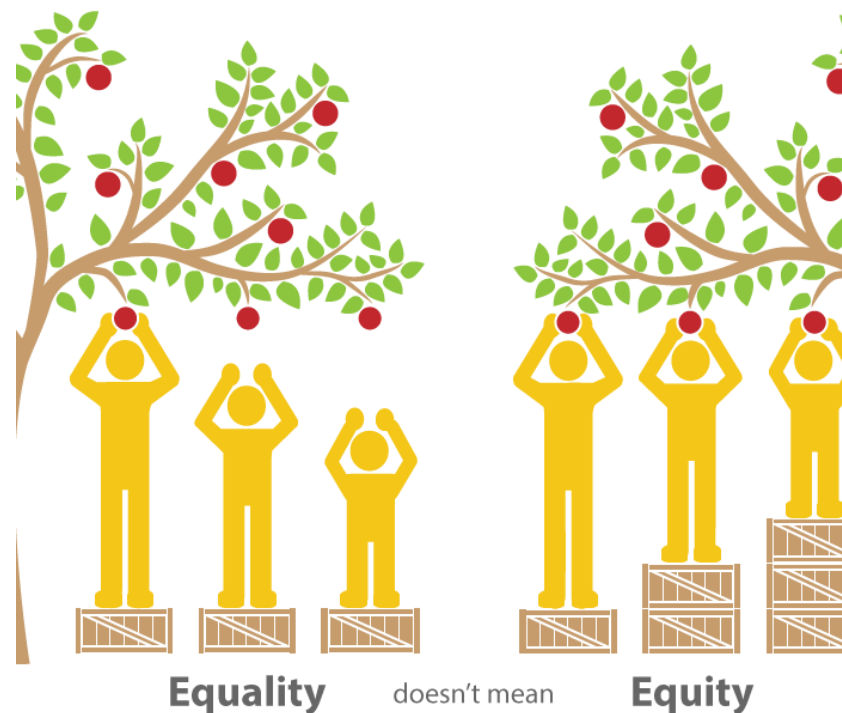
Dr. Kenneth Poole
Chief Medical Officer,
Clinician & Provider
Experience

- He resides in the Twin Cities with his wife Megan; three sons, Collin, Carter, and Kenny III; and daughter, Kori Grace
- A native of St. Louis, MO, Dr. Poole earned his bachelor's degree from Tennessee State University, his medical degree from Northwestern University, and an MBA from Washington University in St. Louis.
- Primarily responsible for improving the UnitedHealth Group clinician career experience and creating an environment that fosters clinician connectedness – both to the enterprise and to each other. Housed within UnitedHealth Group Medical Affairs, the goal of his work is to develop an invigorated, distinctive health workforce; a transformational cadre of clinician leaders; and the next generation of clinical talent and leadership through education, apprenticeship, and mentoring.
- Prior to UnitedHealth Group, Dr. Poole worked at the Mayo Clinic, where he oversaw patient experience for the Mayo Clinic Arizona campus and led Mayo Clinic's national Patient Health Information Subcommittee, which governed appropriate EHR use and related policies and procedures. He was also a member of the Mayo Clinic Arizona Clinical Practice Committee and several practice-based subcommittees charged with improving care and quality throughout Mayo Clinic. Clinically, Dr. Poole was a general internist in Mayo Clinic Arizona's Division of Community Internal Medicine, and he sat on the Mayo Clinic Alix School of Medicine admissions committee.
- Dr. Poole is a fellow of the American College of Physicians and is a Certified Physician Executive through the American Association of Physician Leadership. He sits on the board of directors for Terros Health in Phoenix, Arizona and is a past Phoenix Business Journal 40 under 40 honoree.

Join the “Health Equity Challenge”!

What is the goal of the “Health Equity Challenge”?

- Focus on **new & innovative approaches** to support health equity & reduce differences in physical & mental health based upon race, language, culture, gender &/or sexual orientation in MI.
- Propose how the idea would be sustainable long term (potential policy change, partners in the community, pay for success model, continuation with the Wayne State Sci-Pol Group, etc.)
- Partner with Community Based Organizations on the approach
 - Utilize your existing relationships in the community to select a CBO of your choosing or UnitedHealthcare is willing to provide introductions (if available)



Examples of Themes (but not limited to)



Give all kids a healthy start

- Improve health for mothers & babies
- Reduce differences or disparities in health outcomes for mothers & children
- Reduce lead exposure for children
- Improve the health & well-being of children & families served by the child welfare system



Serve the Whole Person

- Coordinate different types of health services, including physical health, dental care, mental health services, & long-term care & support services, to make them easier to access & more effective.
- Provide support for things beyond health services that help people stay healthy, such as nutritious food or safe housing (sometimes called “social determinants of health” or “social drivers of health”).
- Reduce opioid & drug-related deaths.

Highlights of the Application

Criteria

- Intervention must be in Michigan and specify where this will occur
- Intervention must focus on **reducing racial and ethnic disparities**. Focus on **new/innovative approaches to support health equity and reduce differences in physical and mental health based upon race, language, culture, gender and/or sexual orientation**.
- Utilize public data (CDC, Community Health Assessments, Social vulnerability Index, etc.) to help inform and support the intervention.
- Propose how the idea would be sustainable long term (potential policy change, partners in the community, pay for success model, continuation within the Wayne State SciPol Group, etc.)
- Articulate how the proposal will utilize the \$50,000 with a Community Based Organization
- Utilize your existing relationships in the community to select a CBO of your choosing or UHC is willing to provide introductions (if available)



Highlights of the Application

Timeline

- **Oct 1, 2022:** Applications open
- **Nov 1:** Applications close
- **Nov 15:** Up to 10 groups will be selected as honorable mention and will receive a \$2,500 stipend for their proposal. An additional five groups (not an honorable mention group) will be selected as finalists and will receive a \$5,000 stipend and a mentorship opportunity to further develop their proposal.
- **Nov 16:** Finalists will work with their mentors to work on a more detailed and full proposal.
- **Jan 1, 2023:** Finalists will begin to engage with Community Based Organizations and continue to develop their proposals.
- **Feb 20:** Final proposals due
- **Early March:** Two winning groups will be announced at an awards ceremony at Wayne State University. Each group will receive an additional \$5,000 stipend plus \$50,000 to implement the project with their partner Community Based Organization.
- **Sept 1:** Submit 6 month update reports



Pre-Application Support



UnitedHealth Group

- Office hours will be held for anyone to attend
- An opportunity to talk through any questions, bounce ideas, etc. prior to the application submission date
- These will be held every Wednesday in October 4-5pm EST virtually (link to be distributed after this kickoff meeting)
- 10/5, 10/12, 10/19 & 10/26

SciPol-Detroit

- Will offer additional office hours to discuss ideas and for those with similar interests or ideas, pair groups together



Award Model

Honorable Mention

Up to 10 groups of qualified entries/submissions (ideas) will be selected and **awarded \$2,500**, based upon their initial application.

Finalists

Based upon meeting innovative criteria, an **additional five finalist** (not in the honorable mention group) will be selected to **receive a \$5,000 stipend** and paired with a **mentor** to develop a full project proposal along with identifying a community partner to partner with.

Challenge Winners

At the end of the project, an independent review committee will review the final proposals

- **Two winning groups** will be announced, and their selected community organizations will receive up to **\$50,000 each** to implement the proposal.
- The two winning groups will receive an **additional \$5,000** and to continue to document the impact of the project's implementation.





Questions?

**If you have further questions, please email
MIhealthequitychallenge@uhc.com**



Thank you

**Can't wait to
review submissions**