



Creating
cultural
connections
for a
healthier,
more
equitable
world.

PRODUCT INSIGHTS

An introduction to CultureGuide™

Culturally intelligent member engagement for health plans.

For millions of people in the US, healthcare simply isn't working. SameSky Health offers a multicultural, multifaceted, multimodal platform — CultureGuide — to help health plans advance health equity for all members. We understand that every member is unique — in cultural background, level of knowledge, and communications preferences.

CultureGuide enables health plans to deliver a comprehensive, personalized healthcare journey to each member. When we begin a new partnership with a client, we start by analyzing member data to identify gaps in health-equity-related details such as race, ethnicity, language, sexual orientation, and gender identity, as well as challenges within the social determinants of health.

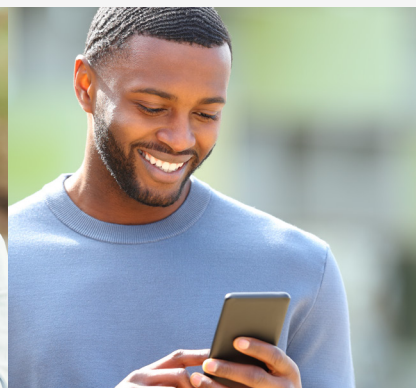
We then curate and deliver a multidimensional experience that leverages behavioral economics, engagement best practices, and cultural context to consider each member's needs, wants, and experiences. We continue to personalize each members' interactions as we learn more about them over the course of their annual wellness journey in conjunction with the priorities of the health plan.

Our unique approach

CultureGuide uses a member-centric, multiphased approach to outreach that delivers tangible benefits to members, and measurable results to health plans.



What makes CultureGuide™ unique?



Adaptive technology

Our proprietary, dynamic logic determines appropriate messaging and preferred communications modality throughout the member's journey, contextualizing messaging based on each unique circumstance.

Cultural intelligence

Our development process ensures that we look at culture through a holistic lens, informing every aspect of our platform, and our content. Beyond technology, our Community Health Guides interact with members, informed by their own diverse cultural backgrounds.

Continuous improvement

Extensive testing of our interactions allows us to optimize our content, while feedback from members informs updates to our culturally relevant messaging.

Personalized experience

The more we learn about each member during their journey, the more personalized our engagement becomes, enabling us to build trusted, influential relationships.

We meet members where they are

Our multimodal communications approach enables us to personalize the member experience based on individual preferences. We balance technology and seeking a deeper understanding of who people are with a human touch, to build trust and connect with culturally diverse communities.

Text messaging



- Preferred 10:1 by members*
- Less intrusive
- Not time-dependent
- Allows more frequent outreach

Virtual Health Assistant (Cognitive IVR)



- Allows outreach to landlines at scale
- Enables content and modalities to adapt to the preferences of each member along their journey

Community Health Guides (Live agents)



- Bi-directional, and real-time
- Informed by diverse cultural backgrounds
- Escalation point for all modalities

Email



- Allows longer-form messaging
- Opportunity to provide a broader range of resources
- Reinforces other modalities

* Based on our work with health plans.

How CultureGuide™ makes an impact

In our work with health plans across the country, CultureGuide has proven its effectiveness with both Managed Medicaid and Medicare Advantage member populations across multiple areas of focus, including:



Complete Annual Wellness Visits (AWVs)

Among members of a **Medicare Advantage** plan who had not seen a doctor in 16 months or more,

48%

of members completed their AWV over a 12-month timeframe following our outreach

19%

of members in a **Managed Medicaid** plan completed their AWVs over a 12-month period, exceeding the plan's expectations by more than

3x

More effectively collect REL and SOGI data



In an example with **Medicare Advantage** members, SameSky Health was able to achieve the following:

70%

of respondents **updated race** from unknown to another category

77%

of respondents **updated ethnicity** from unknown to another category

94%

answered whether they were a part of the **LGBTQIA+ community**



Identify and address SDOH needs

In an example with **Managed Medicaid** members, SameSky Health was able to achieve the following:

29%

of plan members identified **food insecurities**

26%

of plan members identified **housing insecurities**

22%

of plan members reported having **transportation needs**

What members are saying

Our interactions with health plan members through CultureGuide™ provide us an opportunity to hear from members how our outreach has been a direct benefit, and improved the member experience.



Finding a provider

For a health plan member needing to find a nearby provider, one of our Community Health Guides (CHGs) leveraged the health plan's resources to guide the member. "Thanks for helping me find a doctor closer to home who's accepting new patients."

Benefits of text outreach

One health plan member responded via text message their appreciation for text-messaging-based outreach. "I keep receiving texts from you guys. I'm all updated! And thank you for being on it!"

Connecting to resources

Another member needed support in finding both food and housing assistance. They were directed to resources provided in partnership with the health plan. "I'm so happy I don't have to wait anymore to get the help I need for my family."



SameSky Health is a cultural experience company that removes barriers to care and forms meaningful relationships to bring people to health. We guide health plan members on their annual wellness journeys by building trusted relationships that encourage dignity, autonomy, and companionship as they navigate disparate life experiences within a complex healthcare system.

Launched in 2017, SameSky Health engages 2.3 million+ members across 15 states, in 25+ different languages. The company's cultural expertise and technology-based solutions enable health plans to grow member engagement, improve quality measures and increase overall health outcomes. We are on a mission to create cultural connections for a healthier, more equitable world. SameSky Health is based in North Hollywood, CA. To learn more, visit www.sameskyhealth.com.

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