

Diabetes Testing Improvements Among Hispanic Population

FOR MEDICAID
SUCCESS STORY

Population: Medicaid **Channels:** Automated phone, email, text

Business Problem

Faced with lower engagement rates for diabetic management in the Hispanic population, our client reached out to Eliza to design a culturally adapted program. Our client needed to increase compliance around recommended diabetes screenings particularly in their Hispanic member population. The Medicaid MCO has a large Hispanic population, and wanted outreaches to be both effective and culturally-appropriate.

Program Overview

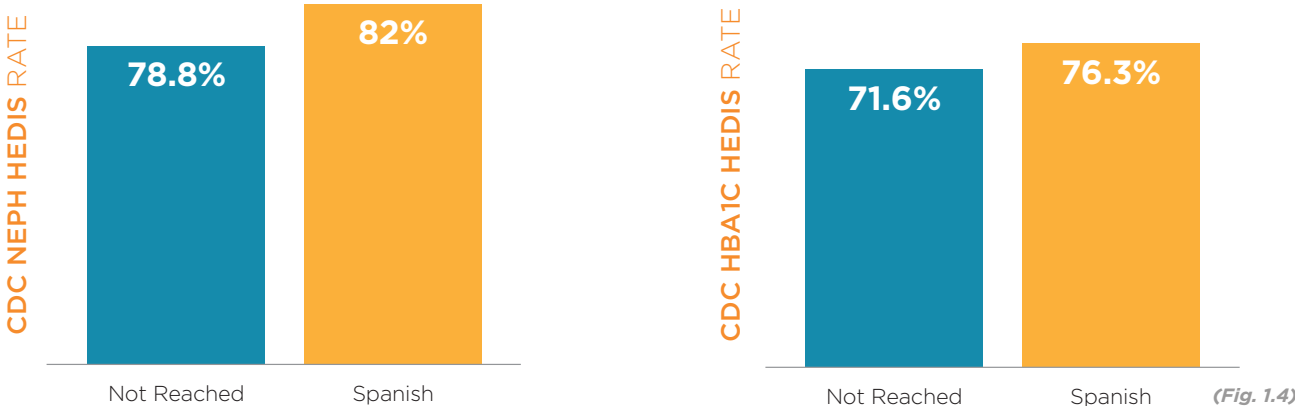
Eliza designed a diabetic management program analyzing claims diagnosis and executing a tailored diabetes outreach. Medicaid members were given a choice of receiving outreaches in English or Spanish. This included educational calls, emails or text messages encouraging them to get the recommended diabetes screenings. A culturally-adapted approach, rather than a straight word-for-word translation, was used to drive the desired activities and build relationships with Hispanic members.

Results

Eliza’s culturally-adapted approach produced higher engagement rates and improved outcomes among those who chose to speak Spanish (Fig. 1.4). More Spanish speaking members closed their clinical gaps for their nephropathy testing (kidney disease monitoring) and HbA1c tests, versus members who did not receive Eliza outreaches.

Eliza’s culturally-adapted approach saw a **3.2% higher nephropathy testing rate** for those who chose to receive communications in Spanish versus those who were not reached. Additionally, there was a **4.7% higher HbA1c testing rate** (based on HEDIS methodology) for those who chose to interact in Spanish.

TESTING RATES OF THOSE REACHED THAT CHOOSE TO SPEAK SPANISH



CONTACT ELIZA TODAY

Learn about our culturally adapted approach to improving engagement among Hispanic populations.