

# Special Webcast

## Understanding Which Social Determinants of Health Impact Your Population

February 23, 2022

THE CONFERENCE BOARD



springbuk®



## Some of the critical questions and issues we will be answering today

- Factors that influence health
- Strategies to address those factors
- How Allstate approaches well-being
- How to apply social determinants



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## Making the most of the webcast

Ask Questions  
(via the Q&A box )

A square icon with a blue border containing the letters 'Q' and '&A' in a stylized font.

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Resources



# Today's Speakers



**Jennifer Jones**  
Population Health  
Practice Leader  
*Springbuk*



**Tracy Allie**  
HR Senior Manager  
*Allstate Insurance Company*



**Regina Brayboy**  
**(Moderator)**  
Senior Fellow, Human Capital  
*The Conference Board*

# Health Intelligence

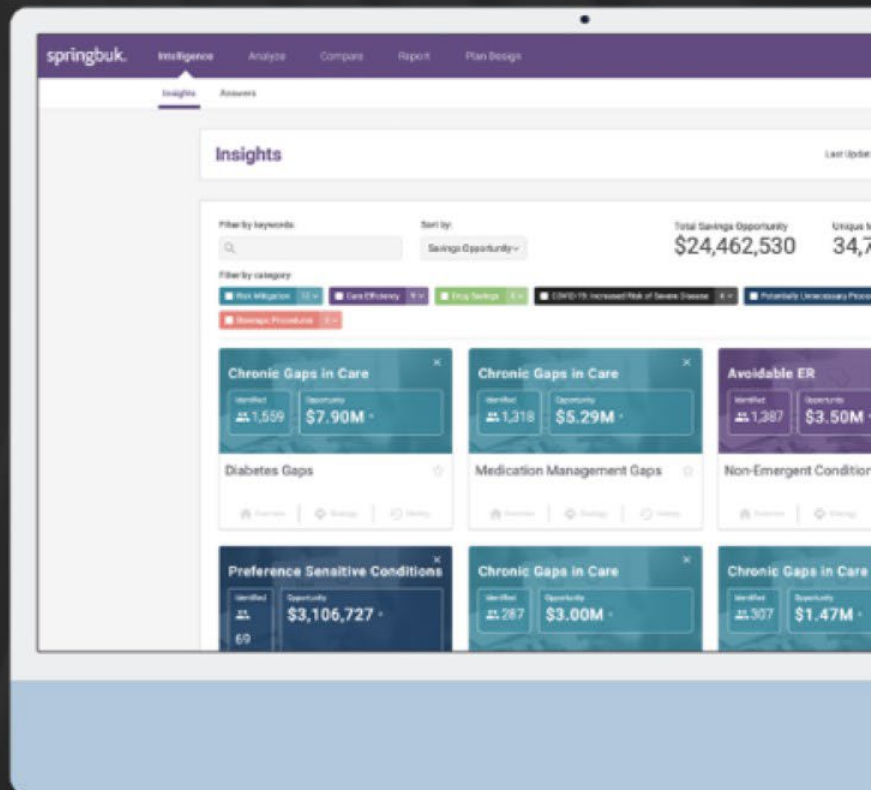
Synthesis of knowledge (data) distilled down to *opportunities* and *information* at your fingertips



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## Poll Question:

How has your organization prioritized health equity and social determinants of health for 2022?

## Response Options:

1. High priority
2. We're developing a program
3. Not a priority this year

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## Poll Question:

What is your organization's biggest challenge when addressing this initiative?

### Response Options (Select all that apply):

1. Not an executive priority
2. Not sure where to begin
3. Funding
4. Competing priorities

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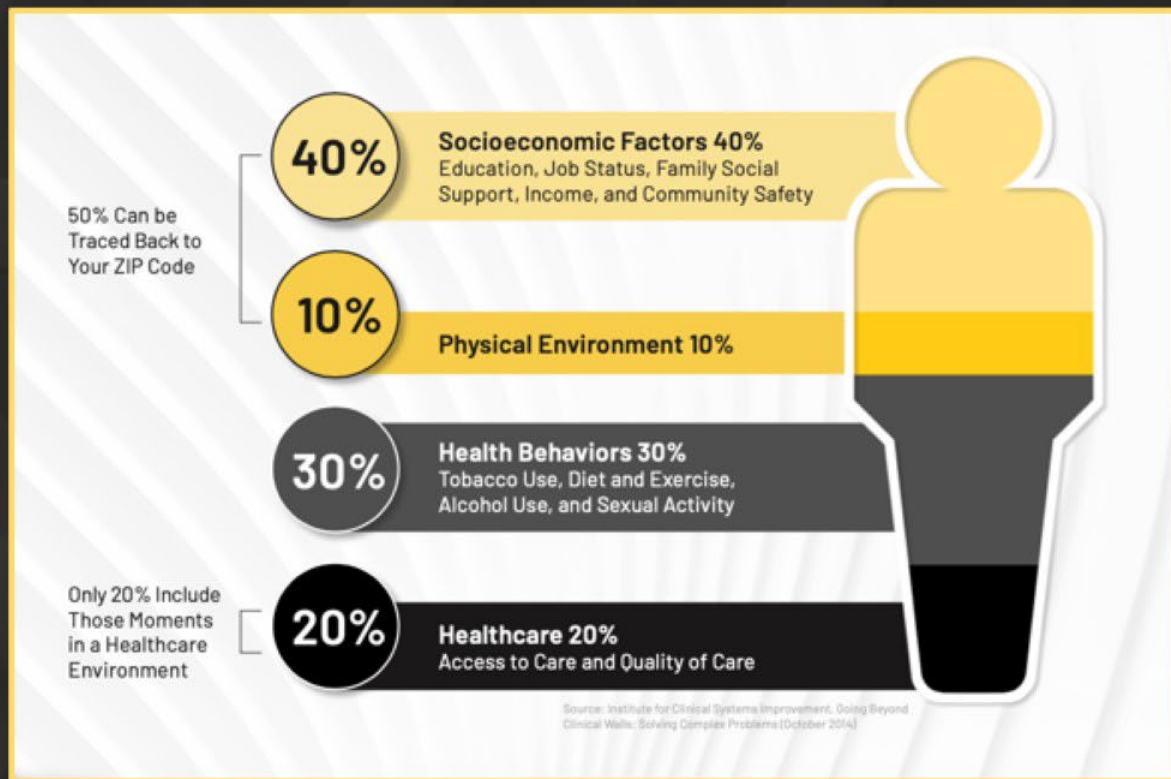
### Response Options (Select all that apply):

1. Not an executive priority
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# Overview of the Social Determinants of Health

# Impact of Healthcare

This means what we get from claims only accounts for 20% of a person's overall health - and that's just for those that are actually going to the doctor - a wealth of data still out there



Time, money, community resources →

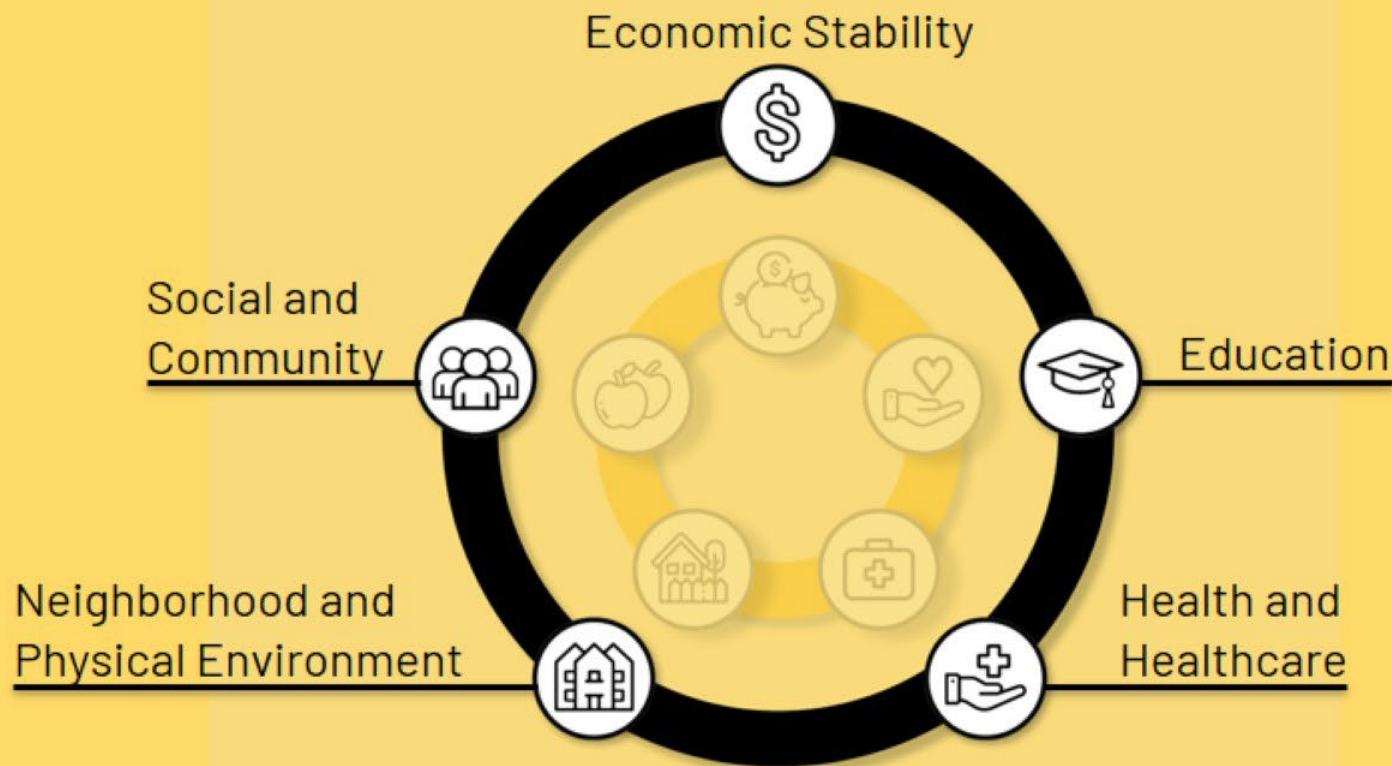
Sweet spot for employers to have downstream and upstream impact; allows for improvement in communities and the healthcare system = improved health outcomes, health behaviors and socioeconomic status →

Not likely to directly target, but can impact from midstream →

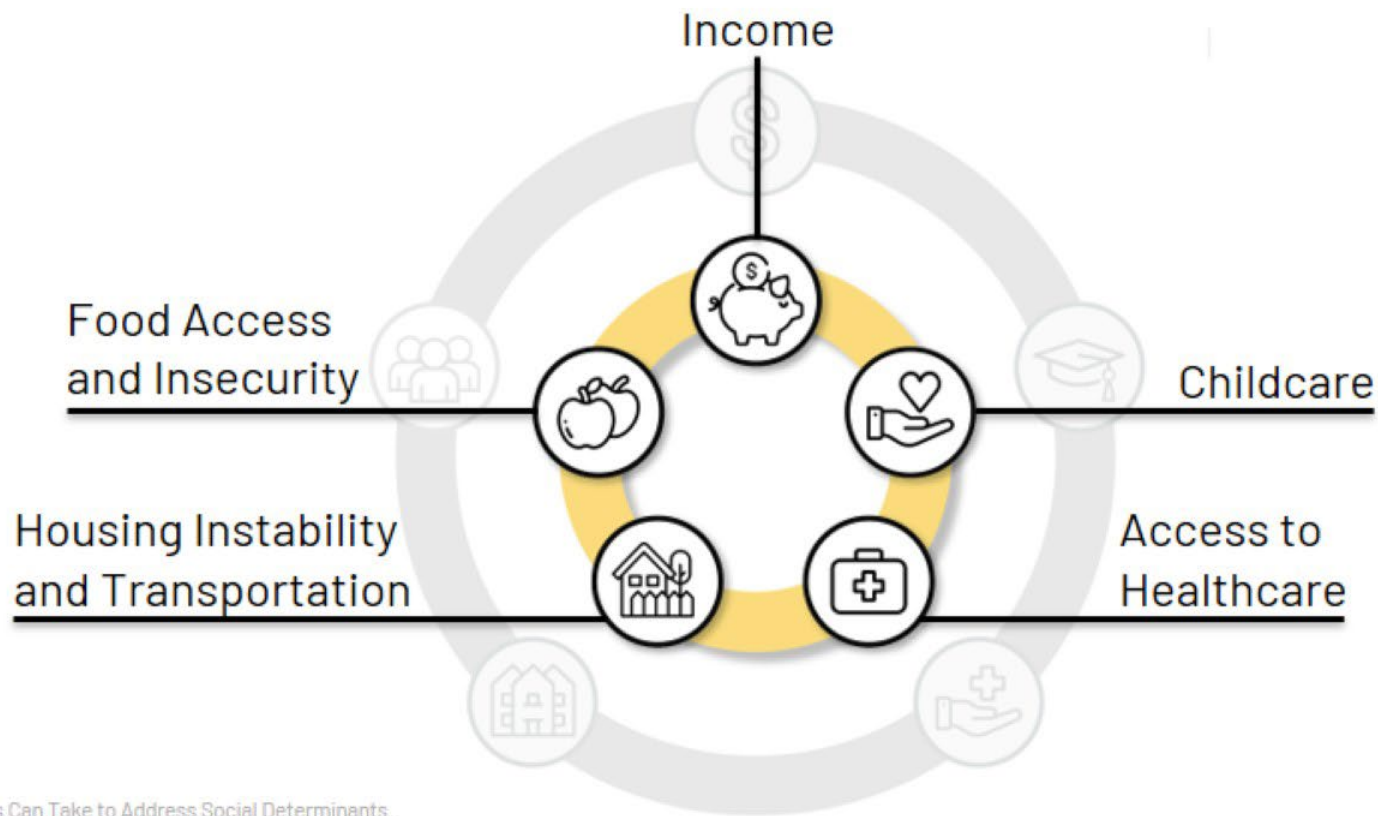




# Social Determinants of Health



# Employer-Focused Social Determinants of Health<sup>1</sup>



# Allstate Overview





# Introduction



Allstate is a global insurance company with offerings in home, auto, life insurance and more.

## Fun Facts:

- › Ranked 70 in the Fortune 500
- › \$44 Billion in Revenue in 2020
- › 1 of the founding companies of OneTen Coalition
- › 26k Employees on the Health Plan
- › \$320 Million in Medical & Rx Spend

## Our Shared Purpose...

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- › We **empower** customers with protection to help them achieve their hopes and dreams.
- › We **provide** affordable, simple and connected protection solutions.
- › We **create** opportunity for our team, economic value for our shareholders and improve communities.

# This applies to our external customers and our internal employee culture

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- › Our **actions** within Inclusive **Diversity & Equity**, Allstate is one of the **founding members** of the **OneTen** coalition, which will combine the power of committed American companies to **upskill, hire, and promote 1 million Black Americans** over the next 10 years into **family-sustaining jobs** with opportunities for advancement
- › The **Allstate Foundation** has **three focus areas**: Equity, Youth Empowerment, and Ending Domestic Violence
- › We have a third-party partner conducting a **thorough review** of Allstate's operating practices, pay, and promotions for people of color and women to further promote **equity and equality** at Allstate

# In wellbeing, COVID has forced us to work and think differently

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- › Currently, over 95% of our workforce is remote as our offices are closed; as they slowly open, we will still have **75% permanently working from home**
- › Providing technology and resources to **ensure employee success** is critical
- › By allowing for flexibility and accounting for potential barriers, we can **attract and retain talent** across the country better than we ever have before
- › **Flexible work arrangements** and the ability to work from home continue to show as highly favorable for employees in their **support for their wellbeing**



## Poll Question:

What types of data/data sources are you using for social determinant insights and reporting?

## Response Options:

- HRIS/Payroll information
- publicly available resources (i.e. CDC, AHRQ, County Health Rankings, etc)
- Risk scores

## Poll Question:

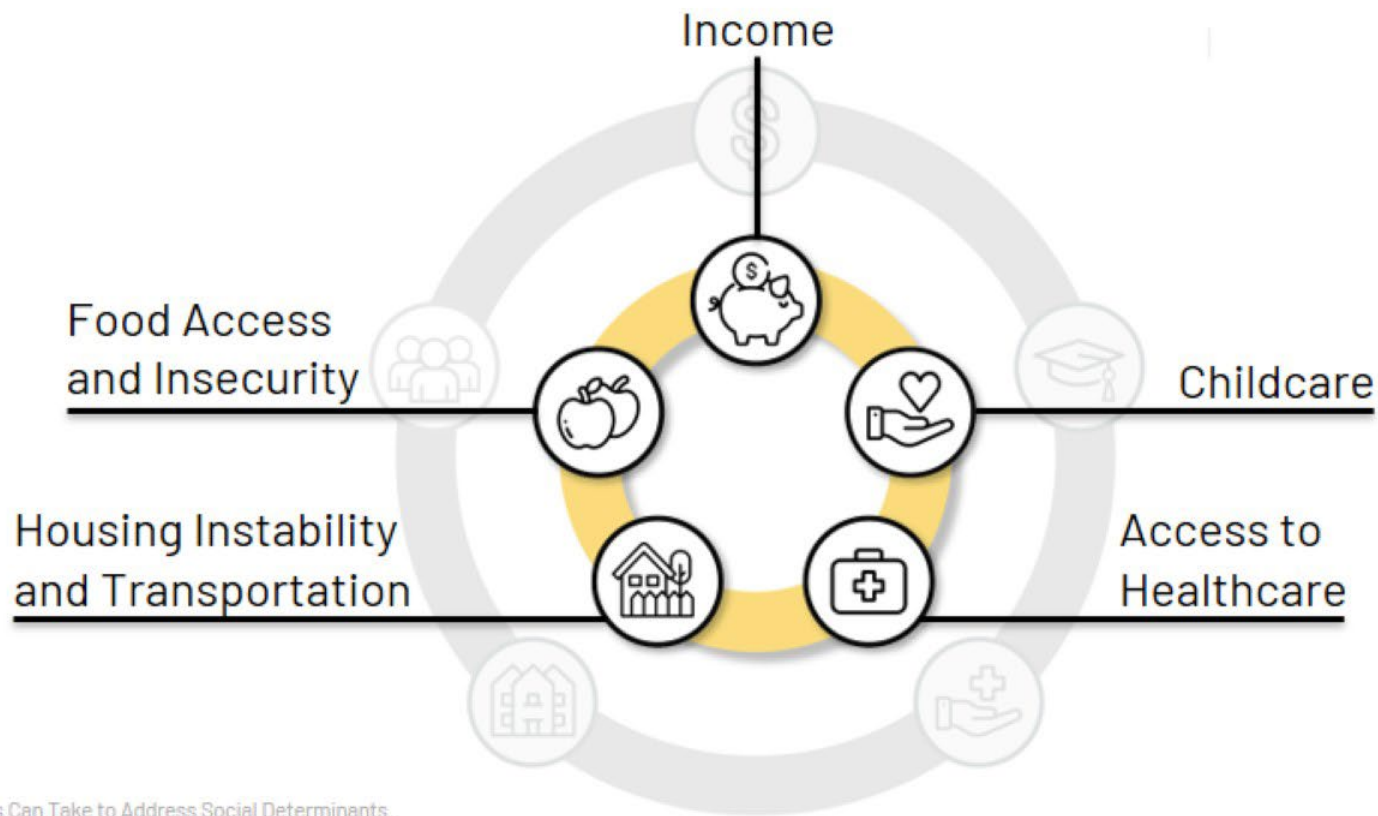
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# Application of Social Determinant Solutions

# Employer-Focused Social Determinants of Health<sup>1</sup>

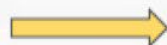




# How to Apply SDoH?

## Start with Data

- › Claims
- › Payroll/HRIS
- › Risk Scores
- › Publicly Available Sources



## Ask the Right Questions

- › Specific to each category
- › Provide a baseline



## Assess/Implement Programs

- › Core benefit offerings
- › Ancillary benefits
- › Lifestyle benefits

## Ongoing Review of Programs

- › Feedback from employees
- › Measure outcomes
- › Ongoing assessment



# Income

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## Data:

- › Payroll
- › Outside data

## Questions:

- › What percentage of wages are going to premiums and/or OOP expenses?
- › What services/drugs are driving the OOP expense?
- › What is the average deferral percentage for retirement plans?
- › What percentage of members are taking hardship withdrawals?
- › What percentage of employees on disability income?



- › Choice Dollars Program
- › 401(k)
- › Pension

# Childcare

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## Data:

- › Payroll
- › Claims
- › HRA

## Questions:

- › What percentage of members are infants 0-18 months?
- › What percentage of members are toddlers 18months - 3 years?
- › What percentage of members are young children 3-5 years?
- › What percentage of members are school age children?



- › Choice Dollars Program
- › Childcare discounts

# Access to Healthcare

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## Data:

- › Payroll
- › Claims
- › HRA
- › Outside data sources

## Questions:

- › What percentage of members have unstable/reliable internet?
- › What percentage of members have a PCP?
- › What percentage of members that completed a wellness check-up/visit?
- › What percentage of members are considered non-utilizers?



- › Communication/Education
- › Internet stipend
- › Biometric screenings
- › Flu shot clinics

# Housing & Transportation

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## Data:

- › Payroll
- › Claims
- › Outside data sources

## Questions:

- › What percentage of members have reliable transportation?
- › What percentage of members are living/working in high-crime areas?



- › Work from home policy
- › Good Office package



# Food Access

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## Data:

- › Payroll
- › Claims
- › Outside data sources
- › HRA

## Questions:

- › What percentage of members live in a food desert?
- › What percentage of members live in a fast food swamp?



- › Ongoing initiatives

# Questions? Connect now or later...



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and Time Away Strategy  
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# Upcoming Webcast Programming from The Conference Board



- [Women: Lead 2032 - Declare a Bold Vision & Share It \(February 24, 2022\)](#)
- [Perspectives & Insights: Flexible Workplaces in the New Normal - Human Capital Implications \(February 28, 2022\)](#)
- [Human Capital Watch <sup>TM</sup> \(March 8, 2022\)](#)

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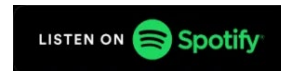


# NEW Podcast Series: CEO Perspectives - Insights for What's Ahead™



Hosted by our CEO, **Steve Odland**, this bi-monthly series features in-depth interviews with thought leaders from The Conference Board to provide business executives with data-driven insights to prepare them for what's ahead.

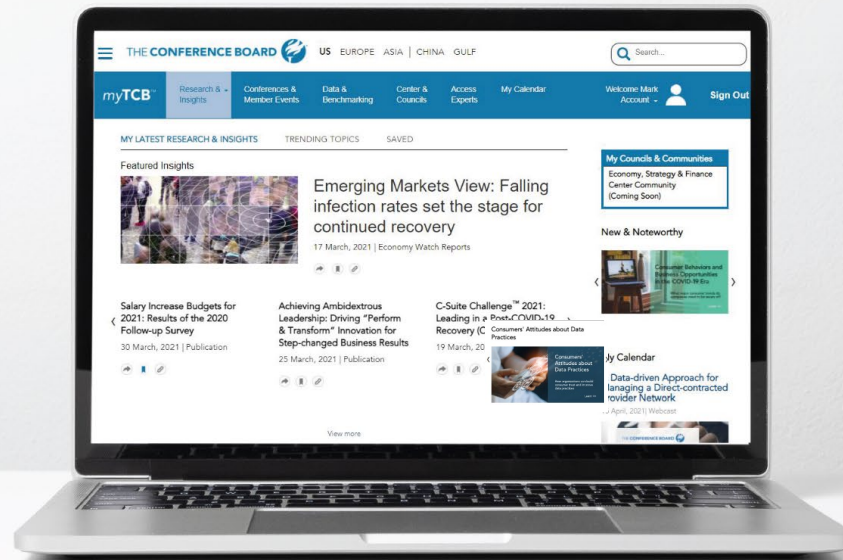
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