

Blue Cross and Blue Shield of Kansas City

MID-AMERICA REGIONAL COUNCIL PARTNERSHIP

www.blueKC.com



African Americans are more than twice as likely as whites to die of preventable heart disease and stroke. African American women are two to three times more likely to die from maternal health complications and have birth-related complications than non-Hispanic, White mothers. The goal of Blue Cross and Blue Shield of Kansas City's (Blue KC) Community Health team is to identify and reduce health disparities, driven by racial and/or ethnic and socioeconomic factors that are barriers to achieving optimal health.

Beginning in April 2021, the Community Health team partnered with the Mid-America Regional Council (MARC), a nonprofit association with a coordinated network of community services, to meet the socioeconomic needs of its members identified by Spira Care and Care Management providers.

A total of 269 Blue KC members were referred, and 146 served through this partnership, receiving an in-depth social determinants of health (SDOH) assessment for those factors negatively affecting their health, including socioeconomic status, food, housing, education, neighborhood and physical environment, employment, and social support networks, as well as access to health care.

PROGRAM IMPACT:

Of the members assessed, **70% received 30 days of continued support** and another 8% received an additional 30-60 day extension to help them address those barriers to health.

