

# Advancing Health Equity

# MOBE<sup>®</sup>

MOBE<sup>®</sup> is dedicated to helping populations with multiple social risk factors.



With third-party raw data, we help organizations understand, identify, measure, and quantify social risk factors across their MOBE-selected population. Previous analyses show that our work is impacting individuals with five or more social risk factors. Because MOBE is hyper-focused on whole-person, cross-condition health, our program is inherently designed to address these risks.

## Addressing health equity is not new to MOBE.

- 1 Whole person is the key.** Our program was designed to address the whole person, including non-medical environmental factors and associated social stressors that impact health and happiness.
- 2 Direct information from each person.** We take the time to gather information directly from the individual to understand their unique situation. All information, including social risk factors, is applied to a personalized plan.
- 3 Access is flexible.** It's always been easy for people to get in touch. All it takes is a phone. And we understand many people don't have traditional work schedules, so we provide access to our resources when it is convenient for the individual.
- 4 Improving health literacy.** Timely, relevant content is designed to increase health literacy, a key contributor to improving overall health and well-being.
- 5 Population health assessment.** We analyze factors like Social Determinants of Health, industry traits, regional differences, health attributes, and common barriers and motivations to tailor solutions that meet each client population's unique needs.

## Results

Findings consistently show higher engagement among participants in the highest-risk population (five or more social risk factors) versus the overall MOBE population.



## Key Learnings

- 1** Certain groups within a MOBE-selected population are more likely to be dealing with several social risk factors.
- 2** MOBE participants identifying as Black are at elevated risk for eight or more social risk factors. Our data shows that this population engages and stays with MOBE at the highest rates.
- 3** Translating and increasing culturally relevant outreach and educational materials results in Spanish-speaking participants engaging in MOBE at a slightly higher rate than English speakers.

## Putting Our Learnings Into Action:

### Health Equity Dashboard

We've developed capabilities to monitor disparities among program participants and identify social risk factors to inform solutions. Insights can be shared directly with clients to support their objectives.

### Cultural Awareness Improvements

We've expanded the focus of Spanish-speaking MOBE Guides and Pharmacists and established a more comprehensive process for translating marketing materials and content to ensure cultural relevance.

### Social Determinants of Health Principles

are integral to the MOBE program. Our Guides and Pharmacists receive specialized training to apply these concepts effectively when supporting individuals.

MOBE helps people discover new ways to live healthier while lowering claims costs for health plans and employers.

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\*Using the MOBE average  
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