

Advancing health equity

MOBE® evaluated its ability to help populations with a high number of social risk factors. We are pleased to share our findings.



We partnered with a third party who specializes in helping health organizations understand, identify, measure, and quantify the social barriers and circumstances in which people live. Their data, in combination with our own robust data set, looked at how our work is impacting individuals with five or more SDoH risk factors. The findings are promising. Because MOBE is hyper-focused on whole-person well-being, 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 gather information directly from the individual to understand their unique situation. All information, including race, ethnicity, and SDoH 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 to improving overall health and well-being.

Results

MOBE reported higher engagement among participants in the highest-risk population (five or more SDoH factors) versus the overall MOBE population.



Key Learnings

- 1** Certain groups within the MOBE population are more likely to be dealing with several social risk factors.
- 2** Participants identifying as Black in the MOBE population are at elevated risk for eight or more social factors. Our data shows that this population engages and stays with MOBE at the highest rates.
- 3** Spanish-speaking participants engage with MOBE at below average rates as original program was English centric.

Putting our learnings into action:

Health equity dashboard—Monitors for disparities across our program participants. Findings inform our solutions, our content, and engagement. The data we gather can be shared back to the plan.

Culture awareness improvements—To address the gap with our Spanish-speaking participants, MOBE has launched a dedicated team of Spanish-speaking Guides and Pharmacists as well as culturally focused marketing materials and content.

SDoH experts support a team-based approach—High-risk participants are assigned to a team with a Guide specially trained to address social risk factors.



MOBE is on a mission to guide ALL people to better health and more happiness. We have the tools, training, and expertise to monitor and address SDoH factors across your population. Advancing health equity is an important part of the MOBE story. Let's continue the conversation.

*Using the MOBE average