

Apply for the

Medicaid Innovation Collaborative Social Determinants of Health Innovation Showcase

Application Opens: March 14, 2023

Application Deadline: April 11, 2023

Hosted by



On behalf of



**Department
of Health**

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Overview

[Medicaid Innovation Collaborative](#) (MIC) aims to improve the health and wellbeing of individuals on Medicaid by connecting the ecosystem to tech-enabled innovations. MIC is working with three state Medicaid offices and a combined twelve managed care organizations from Iowa, Kentucky, and New York, focused on addressing the health-related social needs of Medicaid beneficiaries.

Addressing peoples' social needs is important for improving health and reducing longstanding disparities in health and health care. The participating MIC states prioritized addressing the challenges associated with social determinants of health. Disparities in health-related social needs are often a result of social determinants of health, and therefore, in this Request for Information (RFI), we recognize that solutions may address immediate social needs, persistent social risk factors, or systemic social determinants of health (see Figure 1 below for examples); we will refer to health-related social needs to encompass this spectrum of potential interventions.

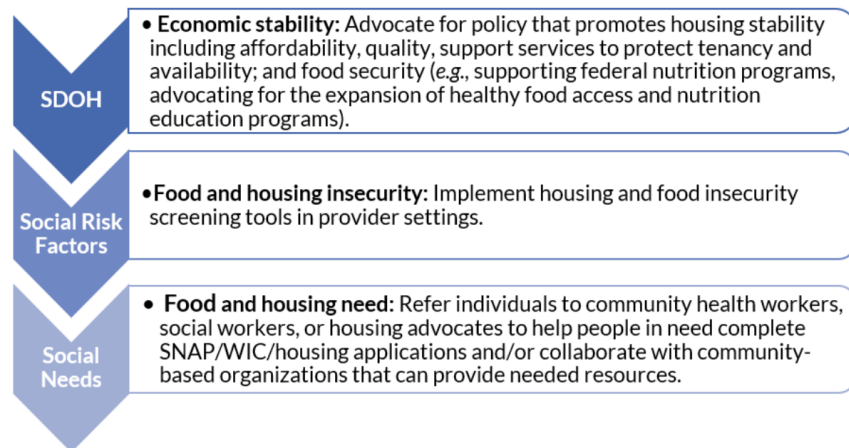


Fig. 1. Examples of interventions across the continuum of SDOH, social risk factors, and social needs from: Green, Katie and Zook, Megan. "When Talking About Social Determinants, Precision Matters." *Health Affairs*, 29 Oct 2019. <https://www.healthaffairs.org/doi/10.1377/forefront.20191025.776011>

Informed by in-depth research with Medicaid beneficiaries, the MIC process aims to identify and showcase innovative solutions that can demonstrate a positive impact in addressing at least one of the social needs outlined in this RFI. Solutions selected to present at the final Showcase will be those who best address the challenges and opportunities outlined in the Areas of Focus below.

Purpose and Background of MIC

Tech-enabled interventions are underutilized in the Medicaid ecosystem yet have the potential to be powerful solutions that can improve healthcare access and quality, in addition to

addressing social and environmental needs for millions of vulnerable individuals and families throughout the United States. Through cross state collaboration, in-depth discovery, and technical assistance, MIC enables state Medicaid programs, their managed care plans, and other key stakeholders to identify and implement tech-enabled solutions. The program follows a cohort structure allowing states and health plans to share learnings and collaborate with their peers on a specific health equity challenge.

Program Goals

This program aims to:

1. Enable the Medicaid ecosystem to coordinate and collaborate on deploying innovative solutions to health disparities
2. Highlight the value that new private-sector solutions bring to address issues around care access, delivery, and quality
3. Identify best-in-class solutions and associated payment models to improve health-related social needs for Medicaid beneficiaries
4. Support managed care plans to test and implement solutions that provide benefits to their members

Areas of Focus

This application seeks solutions that address the social needs and risk factors of Medicaid beneficiaries through innovative and comprehensive interventions. As disparities have remained unchanged over decades, solutions must overcome the social, economic, and environmental disadvantages outlined in the research, with the goal of equitable access and outcomes.

Addressing health-related social needs in Iowa, Kentucky, and New York requires multiple strategies and approaches if we are to address the variety of challenges faced by Medicaid beneficiaries. In partnership with the three states, we conducted research with Medicaid beneficiaries to inform this process. These insights uncovered that individuals on Medicaid typically have multiple, interrelated social needs, which are risk factors for poor health outcomes. More detail on insights from our research can be found in the report linked below.

[MIC Social Determinants of Health Research Report](#)

This application has six opportunity areas for organizations to choose from in their response to how their solutions would address health-related social needs. These needs may include access to supplemental food, housing supports, transportation services, navigation to

services, and/or financial mobility. Solutions should focus on one or more aspects of the social needs challenges within this opportunity. Solutions could also support the states and managed care plans to build the infrastructure to manage social determinants of health data and interventions.

1. Food and Nutrition Security

Challenges: Many individuals do not have enough food each month and must make the tough choice between buying groceries and other living expenses. Even when they do have enough, families often struggle with getting the “right” food on the table. It is often difficult to access the kinds of healthy foods they would want. While SNAP and WIC provide essential assistance, there is often a stigma associated with accessing these programs, or food supplies are not enough to meet the full need.

Innovation Opportunities: Solutions should provide individuals and families with supplemental food, including flexibility in how and when users can access foods. Solutions should also increase access to healthy food options, including vegetables and fruits as well as a greater variety of foods. Solutions may incorporate nutritional education, recipes, and/or cooking lessons as part of their offering. A best-fit solution would provide people with options for both pre-made meals and healthy ingredients that they can use to prepare meals themselves, including medically tailored meals or ingredients. It would also be connected with or integrated into local settings (grocery stores, food pantries) and provide culturally appropriate options based on user-indicated preferences.

2. Housing Affordability and Quality

Challenges: Individuals and families are concerned with the rising cost of living, and surging rent prices are a major stressor when it comes to their overall financial security. Limited affordable housing options are extremely challenging in both urban and rural settings. Many individuals do not feel completely stable in their current housing situations and worry their circumstances could change at any moment. People struggle with navigating governmental housing assistance and other programs to support safe and affordable housing. Additionally, even those in stable situations have concerns about the quality of their housing or keeping utilities paid. They could use assistance with seasonal preparations, pest control, facility repairs, and improvements where landlords fall short.

Innovation Opportunities: Solutions should provide individuals and families with assistance to navigate programs for affordable housing and supportive services. Solutions could support households in paying utilities and security deposits, weatherizing their homes, or ensuring housing is safe and accessible with a focus on home improvements.

3. Transportation Services

Challenges: Many individuals and families struggle with reliable transportation options, as they either do not have a vehicle or permit or their cars are older and need costly maintenance and repairs. Individuals often share a car with family members or friends, which can be challenging to coordinate. This can be even more challenging for people in rural communities who do not have access to reliable and timely public transportation. Without reliable transportation, individuals struggle with getting to work, health care appointments, or other important activities.

Innovation Opportunities: Solutions should provide individuals and families with the flexibility to schedule rides or shuttles to help them get to and from their work, school, or health-related appointments. Solutions could offset costs of ridesharing options or provide subsidies for gas or bus fare. Solutions should work in both rural and urban settings.

4. Economic Stability through Education and Employment

Challenges: Access to and support for consistent income is core to addressing many of the social needs experienced by Medicaid beneficiaries. For those able to work, people want access to jobs that allow them to support themselves and their families; they desire to be self-sufficient without requiring assistance for things like food, transportation, or housing. Many people are currently participating in the gig economy or seasonal jobs, which are not providing them with stability, and require them to supplement their incomes with cash-paying side jobs. Being un- or underemployed and unable to navigate finding high quality jobs to support themselves and their families can foster a sense of shame. Some would like the opportunity to learn new skills or professions but are not sure where to find the tools or financial resources to get started.

Innovation Opportunities: Solutions should help individuals navigate resources for educational or employment assistance. These solutions could help them identify job

opportunities appropriate to their training and experience or support them in strengthening their resumes and interviewing skills. Solutions could support people in accessing training and education to transition into better paying jobs that strengthen their financial stability long term. Solutions could also help individuals navigate the benefits cliff associated with increasing household income, which is a concern for many.

5. Navigation and Coordination of Care, Resources, and Services

Challenges: Too often, individuals and families do not know what services are available to them nor how to access those services. Medicaid enrollees have difficulty understanding the complexities of eligibility for services, coverage through health insurance, or knowing how to access particular providers or services in a timely manner. Furthermore, individuals aren't comfortable discussing their social needs with just anyone. While there isn't a big difference in preferences around the type of role (e.g., physician) they share with, what is important is that they have a trusted relationship with the person asking questions, that they are approached with empathy, and that they have context as to why they are being engaged on social needs. Individuals are also more comfortable when they perceive the person or organization as having expertise in the subject matter.

Innovation Opportunities: Solutions should be able to create a unified way for individuals to find out what resources and services are available to them and what they are eligible to access. Solutions should provide up-to-date resources and the ability to get answers to questions about how to access local services to address their social needs. Solutions should help people navigate to high quality services and may take advantage of support from community health workers or navigators. Solutions should improve access to culturally competent care, bridge the digital divide, and build trust in the community. Solutions which include social needs screening should employ strategies to build trust with users, considering a balance of empathy and expertise. Best-fit solutions would offer a one-stop-shop for enrollees to be screened for eligibility, understand options, and streamline benefit applications.

6. Infrastructure and Data Tools for Providers, Plans, and States for Social Determinants of Health Management

Challenges: For many state Medicaid programs and their managed care plans, it

can be difficult to understand the extent of health-related social needs for Medicaid enrollees in their state. This makes it difficult to plan resources, create appropriate policies and programs, and support members to get their needs met. There is a great deal of infrastructure needed to assess and identify health-related social needs at an individual and aggregate level, connect people to the appropriate resources to address their needs, and ensure care teams have the information needed to address these needs, both in health systems and in community and governmental organizations.

Innovation Opportunities: Solutions should help state Medicaid programs and managed care plans build the data systems and tools to identify and track social needs at an individual and population level, analyze the data as needed for care provision and strategy, ensure care teams have the information to enable members receive services across the continuum of care, including within the community, and to enable different entities to easily exchange information to increase coordination and integration of services.

Universal Solution Characteristics

Where applicable, solutions should exhibit:

1. Acknowledgement of and solutions that address racial disparities prevalent in health care
2. Trust-building strategies to combat the shame and worry associated with asking for support
3. Inclusivity, accessibility, linguistic and cultural responsiveness, and cultural humility
4. Understanding of historical and systemic biases that impact Medicaid beneficiaries, resulting in fear, mistrust, and/or care avoidance
5. Respect for Medicaid beneficiaries' self-determination and the provision of opportunities to authentically incorporate their perspectives into their care
6. Integration with local organizations to enhance access to existing community-based resources

Eligibility to Apply

Medicaid Innovation Collaborative seeks applications from a diverse range of companies and nonprofit organizations whose current activities can address the parameters indicated in this Application. Applicants must have the ability to solve a proposed Area of Focus, have experience working with or serving marginalized and/or vulnerable populations, and can be located in any state or country (as long as the company has previous experience in the US healthcare market).

Required Competencies:

1. The applicant must have an existing, scalable solution that has demonstrated a positive impact in engaging low-income individuals to address social determinants of health.
2. The applicant must have a specific focus and history of serving or working with marginalized or vulnerable populations.

Recommended Competencies:

- 5 or more employees (including contractors)
- Early indications of cost savings or effectiveness
- Greater than \$100,000 in trailing 12-month revenue
- The applicant's founder(s), organization leadership, and/or board member composition should reflect or share lived experience with the communities they aim to serve.

Application Process

The application is hosted on the online platform, Gust, and contains the following sections:

Section 1: Company and Solution Overview

Section 2: Company Details

Section 3: Point of Contact Information

Section 4: Supporting Materials

Organizations that offer a solution to addressing the Social Determinants of Health Areas of Focus outlined above and meet all required competencies can [apply here](#).

There is no fee to apply.

The Application closes on **April 11, 2023 at 11:59 pm CT**. All responses must be received on or before the deadline. The organizers will not accept submissions delivered after the application deadline.

After completing the application, the project team will follow up with a calendar hold for the Showcase to ensure a member of the applicant's team can attend. *This does not represent a selection decision, only a receipt of your application and a hold to block time in the case you are selected to present.*

Selection Process

This Application is not an offer to contract and represents a request for information only.

Applications will be reviewed and scored by representatives from health plans, the community, and state Medicaid agencies. A committee of project partners, including state, managed care, provider, and community representatives, along with outside experts, will make the final selection.

Selection criteria will be based on a combination of the applicant’s ability to address the challenges and opportunities outlined in the Area of Focus, to demonstrate solution effectiveness, and to reduce disparities and alleviate systemic gaps or barriers to health-related social needs.

Schedule

Activity	Timeline
Application Released	March 14th, 2023
Application Deadline	April 11th, 2023
Vendor Notification of Showcase Selection	May 12th, 2023
Social Determinants of Health Showcase (by invitation)	May 22nd, 2023

Attendees

The semi-private virtual Showcase will feature a small group of invited applicants that will participate in breakout sessions to discuss their innovative models with a curated audience of state Medicaid leaders, managed care plans, members of MIC’s Community Advisory Panel, and MIC partners and sponsors.

Partnership Responsibilities

All selected vendors that receive and accept this invitation will be expected to have a representative from the organization attend the Zoom Showcase and engage in the following ways:

1. Prepare opening statements to (re)orient attendees with your solution.
2. Be prepared for a Q&A discussion with attendees.

Additionally, if participation in the Showcase results in a contract, vendors agree to respond to occasional requests from MIC for case studies and/or metrics of success.

Project Partner Overview

The Medicaid Innovation Collaboration is a program of [Acumen America](#), which invests in health, workforce development, and financial service innovations that address challenges experienced by low-income Americans.

The program is supported by our partners at the [Center for Health Care Strategies](#), a policy design and implementation partner devoted to improving outcomes for people enrolled in Medicaid. In addition, [Goodwin-Simon Strategic Research](#), an independent public opinion research firm, supported the research that informed this application.

Point of Contact and Additional Questions

For questions, please contact Medicaid Innovation Collaborative at info@medicaidcollaborative.org.

For additional information, please review our Frequently Asked Questions (FAQ) [here](#).

Social Determinants of Health Application

Questions are provided for reference. Applications must be completed [here](#).

For written responses, please answer in 3-5 sentences (approximately 100 words or less).

Company and Solution Overview

1. Company Name:
2. Company URL:
3. Select the area(s) of focus for which you are applying:
 - a. Food and Nutrition Security
 - b. Housing Affordability and Quality
 - c. Transportation Services
 - d. Economic Stability through Education and Employment
 - e. Navigation and Coordination of Care, Resources, and Services
 - f. Infrastructure and Data Tools for Providers, Plans, and States for Social Determinants of Health Management
4. Describe your solution *to your intended user* in three sentences or less.
5. In a recorded pitch of 5-8 minutes, please address the following key points:
 - **Solution:** What is the problem you are solving and how does your solution solve it? Describe how your solution addresses the needs outlined in the Area of Focus. How does your solution fill a gap or remove a barrier in existing services or systems of care?
 - **Users:** Who are the primary users of your solution, how do you engage them, and how does your solution impact people on Medicaid or vulnerable populations? If applicable, describe how you engaged intended users in solution design and testing.
 - **Outcomes and Impact:** What evidence of impact do you have for your solution? How do you measure impact on outcomes, cost, experience, and/or quality?
 - **Traction/Interest in the Market:** What type of traction and experience do you have in the healthcare market and specifically with managed care plans and providers that serve Medicaid? If none, describe your interest in Medicaid and how you might partner with managed care plans to serve Medicaid members.

Applicants are allowed to record their pitch in whatever format they prefer. For submission, please upload the recording to YouTube as "unlisted" and provide the link below. Unlisted

videos are only accessible via the link and will not show up on your YouTube channel or be available publicly. If you have questions or concerns, please reach out to MIC at info@medicaidcollaborative.org.

6. Describe how you have built an inclusive solution that is informed by users' perspectives and assures accessibility for users across all modes of delivery. Describe how your solution serves diverse, limited English proficiency, and limited literacy individuals.

Company Details

7. Provide an overview of your revenue model. Include any experience with value-based arrangements or willingness to engage in risk-based contracts.
8. Provide any evidence of historical performance that supports outcomes such as quality, savings, and return on investment (e.g., case studies, customer testimonials, pilots). *Note: further detail can be uploaded separately as supporting material*
9. Please select the response that best describes your company's interest and willingness to do business in the cohort states (Iowa, Kentucky, and New York) in the next 12 to 18 months.
 - a. Already offering solution in all three states
 - b. Ready to deploy solution in all states with a signed contract
 - c. Interested in deploying solution in all states
 - d. None of the above

If you responded "None of the above", please clarify your interest and ability to deploy the solution in the three cohort states.

10. Company Information
 - a. Headquarters address
 - b. Founding year
 - c. Number of employees, including independent contractors
 - d. Company type (C-corp, S-corp, B-corp, LLC, Nonprofit, Other)
 - e. Funding and sources to date. *Please include how much funding received, when, and from whom.*
 - f. Approximate revenue in the last 12 months. *Nonprofits, please include grants and donations*

- g. List up to three publicly-announced applicable contracts. Please specify any Medicaid managed care contracts, if relevant.

Point of Contact

11. Primary Contact Details

- a. First and Last Name:
- b. Title:
- c. Email:
- d. Phone:

Supporting Materials

Required: Slide Deck Presentation in PDF Format

For review purposes only. If selected to present, you will have the opportunity to change or update any materials. This can be the same or a different deck than the one used in your recorded pitch.

Optional: Supporting Material #1 (one-pager, flyer, case study)

Optional: Supporting Material #2 (one-pager, flyer, case study)

Optional: Company Video (YouTube or Vimeo Link)

Terms and Conditions

Code of Conduct

Medicaid Innovation Collaborative reserves the right to disqualify any applicant who engages in conduct unbecoming to Medicaid Innovation Collaborative or behaves in any manner that is not aligned with the mission and purpose of Medicaid Innovation Collaborative, its partners, or this Application process.

Releases From Liability

By participating in this Application, each applicant hereby agrees to release, waive, and discharge Medicaid Innovation Collaborative and its state partners from any and all claims, demands, obligations, causes of action and liabilities which now exist or may hereafter arise that relate in any way to such applicant's participation in the Application or any participation in any activity, event, or excursion offered in connection with this Application.

Licensing of Content

All information furnished by any applicant to the Medicaid Innovation Collaborative under this Application shall be considered the property of Medicaid Innovation Collaborative and will only be used for purposes of Application review. Any re-use of information will be made only with explicit written confirmation from applicants.

Termination

Medicaid Innovation Collaborative reserves the right to accept or reject any or all proposals, waive any anomalies in proposals, negotiate with any or all applicants, and modify or cancel the Application. Further, Medicaid Innovation Collaborative can modify, cancel, terminate, or suspend the final webinar events at its discretion without any liabilities.

Consent to Use Company Name After Selection

By participating in this Application process, any applicant selected to participate in the Showcase grants Medicaid Innovation Collaborative and its partners the right to use their name and public company information for advertising, publicity, promotional, and other purposes in any and all media, now or hereafter, in perpetuity, without additional compensation, notification, or permission. Application shall constitute a waiver to the extent such information may otherwise be protected under state and/or federal privacy laws. This does not include confidential company information submitted for the Application review purposes only.

Confidentiality Statement

By responding to this Application, the submitting organization agrees to keep confidential all information, whether written or verbal, concerning the business and affairs of this prospective project, Medicaid Innovation Collaborative, and its associated partners.