



The coronavirus (COVID-19) pandemic has created the need for innovation in how Prestige Health Choice identifies members in need, and in how we help members through these challenging times. Our Population Health department has developed a new initiative that helps identify members with a level of risk during this pandemic based on their known social determinants of health (SDOH). Prestige Health Choice has been able to target hot spots and inequities based on several factors that tend to impact members.

Proactive outreach calls are being made to assess the members' specific concerns about the impact of the pandemic. If connection to a member is made and a potential need is identified, members are then connected to resources such as: Prestige Health Choice's 24-hour Nurse Call Line, telehealth options, behavioral health hotline and services, domestic violence hotline, pharmacy delivery, food security and meal delivery (if the member meets qualifying criteria), community resources, and smartphone at no cost (if the member meets qualifying criteria).

For members who have been exposed to, tested for, diagnosed with, or discharged with COVID-19, Prestige Health Choice is using its new Intervention Pathway, which utilizes clinical protocols that further assess the member's clinical and social needs during this time when they are vulnerable. Our goal is to help provide members with access to necessary resources as they endure the strain due to COVID-19.