

# Case study: COVID-19 vaccination member outreach

Culturally tailored communication significantly improves vaccination rates in Medicaid population



## The challenge

As COVID vaccines became more widely available in the spring of 2021, so too did vaccine hesitancy. Statistics indicated that Medicaid populations in particular tended to have a lower rate of COVID vaccinations for a variety of reasons including disinformation, inability to make an appointment during work hours, or lack of transportation.



## The opportunity

In March of 2021, a California health plan partnered with SameSky Health to address the challenge of increasing vaccination rates among its Medicaid members, targeting some of the most difficult-to-reach members. At the time, the plan gave SameSky Health half of its population to work with, setting the stage for a case study in the efficacy of culturally tailored outreach.

Conclusions from COVID-19 Vaccine Outreach Efficacy data analysis, conducted for SameSky Health by Cindy Gonzales, MPH Biostatistics, using data from our client outreach as well as publicly available statistics.



## The outcome

Once we established our approach, our Community Health Guides engaged with the plan’s members using culturally adapted content, through the modality of communication most members preferred, primarily text messaging. As was the case across the country, our Community Health Guides were met with various hesitations about the vaccine. However, by understanding the members, who they were, where they lived, their language, and culture, our team of experts was able to overcome those barriers with a significant number of members.

### SameSky Health outreach provided a

**30%**

increase overall in the odds of getting vaccinated vs. those who did not receive outreach



### In our sample Latinx population, SameSky Health outreach provided

**18x**

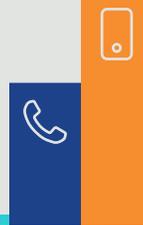
greater odds of getting vaccinated vs. those who did not receive outreach



### In our sample Latinx population, text messaging proved most effective; text-only outreach provided

**20.8x**

greater odds of getting vaccinated vs. those who did not receive outreach



while phone-only outreach provided 12.2x greater odds

## About SameSky Health

SameSky Health is a cultural experience company that removes barriers to care and forms meaningful relationships to bring people to health. We guide health plan members on their annual wellness journeys by building trusted relationships that encourage dignity, autonomy, and companionship as they navigate disparate life experiences within a complex healthcare system.

Launched in 2017, SameSky Health engages 2.3 million+ members across 15 states, in 25+ different languages. The company’s cultural expertise and technology-based solutions enable health plans to grow member engagement, improve quality measures and increase overall health outcomes. We are on a mission to create cultural connections for a healthier, more equitable world. SameSky Health is based in North Hollywood, CA. To learn more, visit [www.sameskyhealth.com](http://www.sameskyhealth.com).



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