



Community Health Equity Initiative: MobexHealth's Member Connect Stations for a California Health Plan

Background:

In response to prevalent disparities in accessing vital resources and barriers to healthcare access among underserved communities in California, MobexHealth sought to bring forth an innovative solution. A prominent Health Plan in the state of California was experiencing significant obstacles in delivering healthcare, health education, housing and food services to those within their Medicaid population.

Client Objectives:

The primary objective for MobexHealth was to create a solution that would transcend barriers of access and deliver essential resources directly into the hands of underserved populations. The goal was to bridge the gap between available resources and bring them to the communities that needed them the most.

Solution:

MobexHealth introduced Member Connect Stations, strategically positioned in key locations such as healthcare facilities, emergency departments, homeless shelters, and community organizations. These stations served as comprehensive hubs, offering a digital library of clinical care resources, housing resources, health education materials, and telemedicine capabilities. The platform was tailored to accommodate various needs, including housing, employment, behavioral health, parenting guidance, and substance abuse resources. Through web-based content and multimedia, the stations delivered customized information directly to the targeted communities, regardless of their access to mobile devices or connectivity.

Results

The implementation of Member Connect Stations resulted in profound outcomes. Underserved communities gained unprecedented access to critical resources previously beyond their reach. The technology successfully bypassed access barriers, facilitating the dissemination of invaluable information and support. The seamless integration of these stations fostered stronger connections between patients, care providers, and community services, significantly enhancing the quality of care and support available to these communities.

The Health Plan saw significant uptake in usage of the Member Connect Stations during the devastating wildfires in Northern California. MobexHealth's Member Connect Stations proved vital in providing immediate access to critical resources for affected communities. Strategically positioned in high-traffic areas including evacuation centers and disaster relief locations, these stations offered essential information on emergency services, healthcare support, temporary housing, and mental health resources. Despite connectivity challenges posed by the fires, the stations, equipped with offline capabilities, ensured uninterrupted access to life-saving information, aiding individuals during this critical time.

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Improved Access to Information:

Users were able to access a wealth of healthcare-related information, such as disease management, health tips, or information about local healthcare services and resources.



Convenience and Efficiency:

Users were able to schedule appointments and consult with healthcare professionals through telemedicine services.



Health Equity:

The platform helped bridge the healthcare disparity gap by ensuring that individuals had equal access to quality care, regardless of any barriers.