



EDUCATIONAL SERIES

Insight #3, February 2022

Advance Health Equity by Improving Care for Members Who Depend on Family Caregivers

Important Insights

- Improving care for Members who depend on family caregivers advances health equity for 1 in 4 Medicare Advantage Members
- Members who depend on family caregivers include those with Alzheimer's Disease or other dementias, Parkinson's Disease, stroke, or frailty
- More knowledgeable, confident and skilled family caregivers are better at providing and accessing the best possible care for a loved one (your Members)

Executive Summary

The root causes of health inequity are diverse, complex, evolving, and interdependent in nature. There is no single intervention that will accelerate health equity for all vulnerable populations. However, **one of the most impactful (and easy-to-implement) “levers” to advance health equity is to improve care for the 26% of Medicare Advantage Members who depend on family caregivers to manage changes in their conditions.**

For these vulnerable and costly Members, family caregivers are the most important drivers of health and health equity. However, they are often stressed

from the burdens of managing the care of a loved one, in addition to other family responsibilities. Ceresti's Digital Caregiver Empowerment Program supports and upskills family caregivers in order to increase their knowledge, skills and confidence about how to provide and access the best possible care for a loved one (your Member).



Caregivers **improve health equity** by enabling access for dependent Members

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CMS recently published the following [list of health equity priorities](#):

1. Expand the Collection, Reporting, and Analysis of Standardized Data
2. Evaluate Disparities Impacts and Integrate Equity Solutions Across CMS Programs
3. Develop and Disseminate Promising Approaches to Reduce Health Disparities
4. Increase the Ability of the Health Care Workforce to Meet the Needs of Vulnerable Populations
5. Improve Communication and Language Access for Individuals with Limited English Proficiency and Persons with Disabilities
6. Increase Physical Accessibility of Health Care Facilities

According to the U.S. Centers for Disease Control (CDC), “health inequities are reflected in differences in length of life; quality of life; **rates of disease**, disability, and death; severity of disease; and **access to treatment.**” The root causes of health inequity are clearly diverse, complex, evolving, and interdependent in

nature. There is no single intervention that will accelerate health equity for all vulnerable populations. However, **one of the most impactful (and easy-to-implement) “levers” to advance health equity is to improve care for the 26% of Medicare Advantage Members who depend on family caregivers to manage changes in their conditions.**

Members who depend on family caregivers are unable to self-manage their health because of conditions like Alzheimer’s Disease or other dementias, Parkinson’s Disease, stroke, or frailty. Members with dementia are twice as likely to be African American and 50% more likely to be Hispanic. These Members lack access to care, benefits and health programs. For these vulnerable and costly Members, family caregivers are the most important drivers of health and health equity. Family caregivers frequently administer medications, provide transportation, participate in physician visits, implement care plans and complete health plan surveys on behalf of the Member. They also support the Member’s psychosocial and physical needs, and make decisions about long-term care.

However, family caregivers are often stressed from the burdens of managing the care of a loved one, in addition to their other family responsibilities. They are also not trained in their role as caregivers and often lack the knowledge, skills and confidence required to provide the best possible care for a loved one. **Ceresti’s Digital Caregiver Empowerment Program supports and upskills family caregivers via personalized education, proactive coaching and remote monitoring;** all delivered via an app deployed on a dedicated tablet computer that is shipped to the caregiver’s home. For caregivers with limited access to technology or declining health literacy, Ceresti’s proven virtual care program ensures that Members who depend on family caregivers have access to the most appropriate care.

For Members who are unable to self-manage their health, family caregivers are the “pedestal” that enables these Members to access care, benefits and health programs (see Figure).

[Ceresti Health](#) is the leader in virtual care for Medicare beneficiaries who depend on family caregivers to manage their care. Our digital caregiver empowerment platform is deployed with care teams from leading Medicare Advantage health plans.