

# Tips for talking about health-related social needs

## Based on consumer research among Medicare Advantage and Dual Eligible Special Needs Plan patients

Health-related social needs (HRSNs) are the social and economic needs that individuals experience that affect their ability to maintain their health and well-being, like:



**Financial strain**



**Food insecurity**



**Housing instability or quality**



**Transportation issues**



**Lack of family and social support**

Patients enrolled in Medicare Advantage plans or Dual Eligible Special Needs Plans want to understand why they're being asked about their social needs and have a discussion with their providers. We've gathered tips for having that conversation.



When possible, **prioritize in-person conversations** with your patient rather than only collecting social needs information on a form.



**Give context**, like the fact that you ask all patients these questions and that addressing these barriers is part of caring for their whole health.



**Highlight the benefits** of capturing HRSN info, like connections to resources and more personalized healthcare treatments.



**Be transparent** with patients about how their information will be used, how long it will be accessible, and who might access it.



**Get patient approval** before sharing their responses with other entities when coordinating on addressing HRSNs.



**Follow up** with patients to check in on their use of the resources and document improvements.