AETNA BETTER HEALTH: EMERGENCY RESPONSE
Throughout both the east Kentucky flooding and west Kentucky tornado recovery, ABHKY has worked diligently to quickly keep members informed and fulfill emergent needs in affected communities.

**Readiness**
Within 24 hours, internal teams created multiple resource documents for our call center, outlining resources for members, updates from the Governor’s Office and key information regarding prescriptions and health updates.

**Communication**
ABHKY leadership and outreach teams were in quick and constant contact with community health workers and local officials on the ground to ascertain individual community needs.

**Preparation**
Following conversations with locals, ABHKY outreach teams began preparations for a supply drop-offs. They spent hours gathering requested materials and loading the company van.
ABHKY:
EASTERN KENTUCKY
FLOODING
ABHKY secured tens of thousands of dollars in grants, supplies, and in-kind donations

- Supporting meal delivery
- Providing thousands of diapers to Christian Appalachian Project
- Providing nearly 10,000 bottles of water to the Breathitt County Juvenile Detention Center
- Providing thousands of backpacks to Letcher County schools

ABHKY hosted a voluntary employee donation drive and collected thousands of personal hygiene items and additional supplies such as baby items, cleaning supplies, and more.

In addition, ABHKY participated in Little Flower Clinic’s school drive (Perry County), donating hundred of backpacks loaded with school supplies.

ABHKY delivered direct aid (donations/supplies) to six counties on 8/4 and 8/9, including: Breathitt, Perry, Knot, Letcher, Pike and Floyd Counties.
ABHKY partnered with the Elkhorn City Heritage Council in Pike County to host a Remote Access Medical (RAM) Clinic at East Ridge High School on Aug. 27-28. Throughout the clinic, medical volunteers provided eye exams, dental exams and medical screenings.

HEALTH OUTCOMES
• 208 patients treated
• $101,522 in services provided to these patients
• Dozens of flood victims connected with donations and supplies
• Focus on: men’s health, women’s health and heart health
• ABHKY also distributed blood pressure monitors.
MEMBER MESSAGING

- Outreached members in impacted areas to determine needs
- Coordinated expedited responses to members in affected areas
  - In addition, have had “boots on the ground” since flooding began, authorizing dedicated staff time to assist members in affected areas
- Coordinated massive text messaging campaign, sending “Emergency Pharmacy Finder” text messages to thousands of members aged 18+ in counties under State of Emergency on 8/3

PYX HEALTH

ABHKY recently began offering Pyx Health, an app that helps address loneliness and other wellness factors, to our members.

- Nearly 45% of members who opted in throughout the month of August were from eastern Kentucky counties affected by flooding
  - Pyx Health helped connect dozens of these members to vital community resources and additional ABHKY services that will support them during their time of need
A displaced husband and wife are living in an RV camper. They had been without many necessities since the flood: underwear, a change of clothes, shoes that fit, basic toiletries and more.

An ABHKY Community Health Worker connected the couple to a FEMA rep, the new emergency temporary housing assistance program and where to go for food.

In addition, the Community Health Worker provided her with toiletries, shirts from ABHKY and donated clothing items. She also worked over the weekend with locals to secure further donations for the couple.

The couple was grateful, stating that “no one else had reached out to them” specifically to help them.

One of our ABHKY outreach managers noticed a man was standing away from everyone, holding his chest. Seeing he appeared to be in severe pain, the manager approached him and discovered he was having a heart attack. He was immediately rushed to the on-site cardiologist and soon after flown out to a hospital for treatment.

It was later discovered that the man had five blockages but had a successful temporary surgery and a scheduled open-heart surgery soon. If he had not been at the clinic, medical professionals would not have been able to reach him in time.

In addition to the assistance ABHKY has provided to-date, we are continuing to identify areas of support, including but not limited to:

- Donating and furnishing a school library
- Sponsoring additional vaccine clinics
- Focusing on food security support to local food pantries