

Disparity TAC

2023 VAB Utilization
Victoria Jude

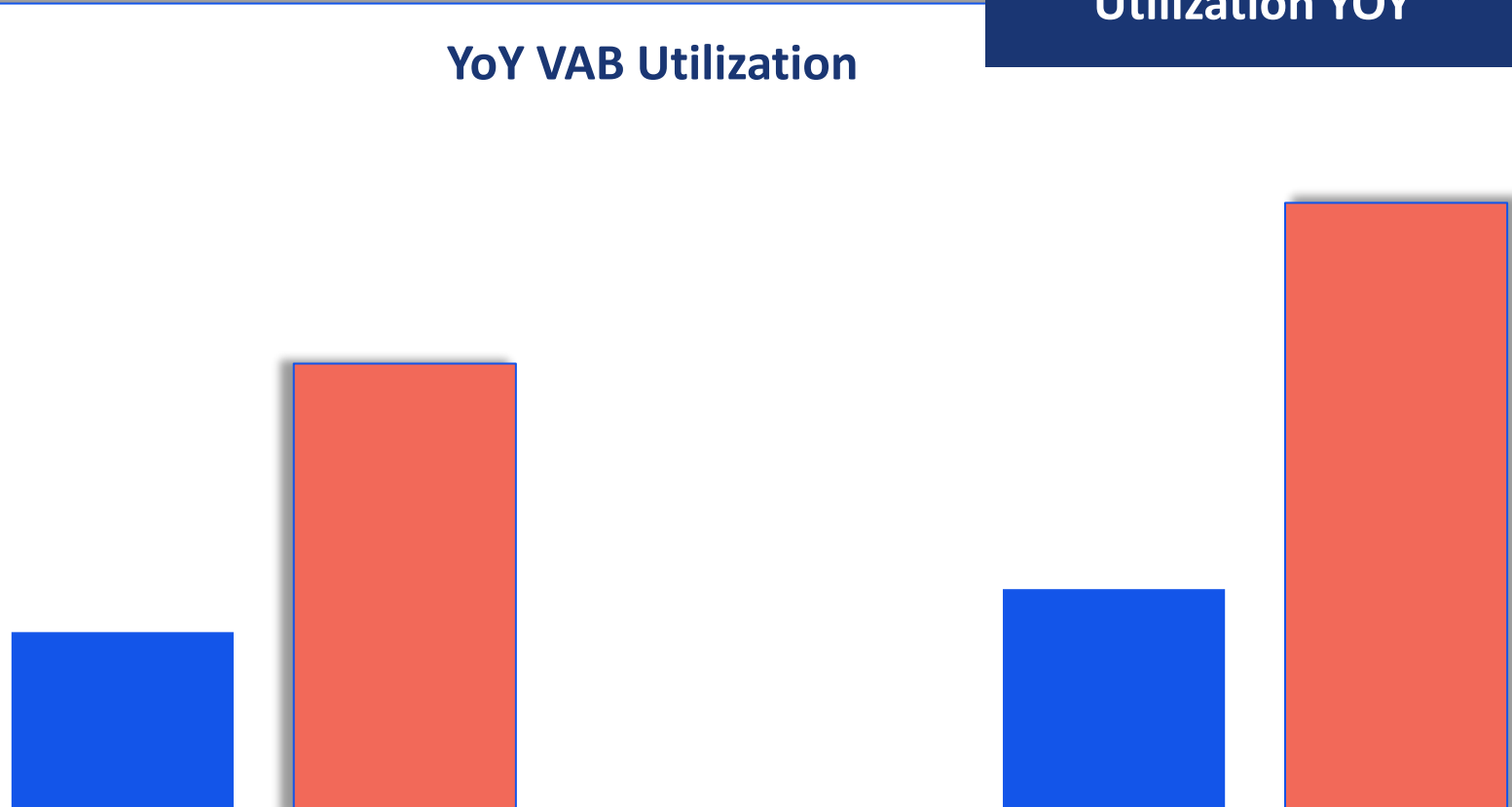


VAB Deep Dive: Utilization

24.4% Increase in VAB Utilization YOY

YoY VAB Utilization

45,000
40,000
35,000
30,000
25,000
20,000
15,000
10,000
5,000
0



■ Members

Y2023

11,551

Y2024

14,368

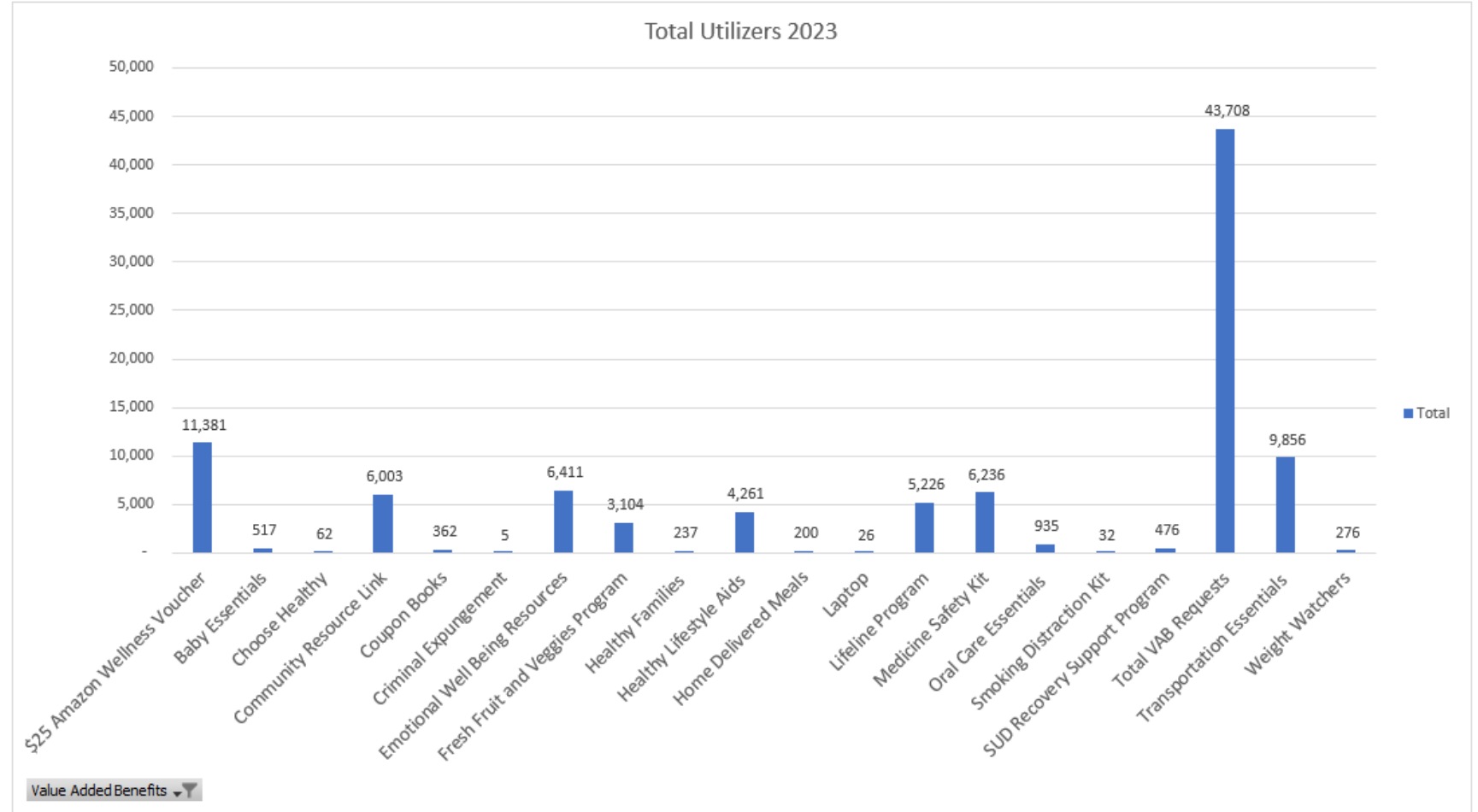
■ VABs

29,171

39,714

VAB Deep Dive: Utilization

| Value Added Benefits | Sum of Total Utilizers |
|---------------------------------|------------------------|
| \$25 Amazon Wellness Voucher | 11,381 |
| Baby Essentials | 517 |
| Choose Healthy | 62 |
| Community Resource Link | 6,003 |
| Coupon Books | 362 |
| Criminal Expungement | 5 |
| Emotional Well Being Resources | 6,411 |
| Fresh Fruit and Veggies Program | 3,104 |
| Healthy Families | 237 |
| Healthy Lifestyle Aids | 4,261 |
| Home Delivered Meals | 200 |
| Laptop | 26 |
| Lifeline Program | 5,226 |
| Medicine Safety Kit | 6,236 |
| Oral Care Essentials | 935 |
| Smoking Distraction Kit | 32 |
| SUD Recovery Support Program | 476 |
| Total VAB Requests | 43,708 |
| Transportation Essentials | 9,856 |
| Weight Watchers | 276 |
| Grand Total | 99,314 |



VAB Deep Dive: Ensuring Equal Access

Value-Added Benefit Communication:

- **Mail** – New Member Welcome Packets
 - Option for members with limited internet access
- **Website** – anthem.com/kymedicaid
- **Member Portal** – Anthem’s Benefit Reward Hub
- **Phone** – Member Services Call Center
 - Option for members with limited internet access
- **Text** – Invite to Anthem Member Orientations
 - Orientations held virtually via WebEx each quarter in English & Spanish

