



2023 UHC Value-Added Benefits (VAB) Utilization

Member Program and Benefits



Doulas

Pregnant women are paired with a Doula for support during and after pregnancy



Diapers for Babies

Delivery of 200 diapers once 6-week postpartum visit is completed



Healthy First Steps

Specialty care program focused on the health and well being of pregnant moms and their babies



WellHop

Online group conversations and fun educational tools to help women get ready for their new baby



Boys & Girls Clubs

UnitedHealthcare Community Plan of KY provides Boys and Girls Club memberships for after school care



Dr. Chat (Telehealth)

Virtual visits with a provider are available anytime, 24/7 for UHC members



Member Program and Benefits



Home Delivered Meals

14 Home Delivered Meals for members who meet eligibility requirements



Stipend for Participation

\$50 stipend for participation in quarterly Quality and Member Access Committee meetings



Healthy Rewards

Members can earn gift cards for completing important preventive services



Acupuncture

30 visits for members age 18+ with lower back pain or migraine diagnosis



Free Cell Phone Service

Eligible members can get no-cost mobile phone service through Assurance Wireless. The plan includes talk, text and data



On My Way Program

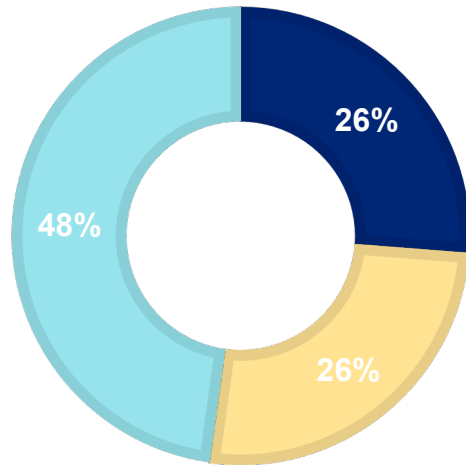
A free engaging and interactive program that informs Kentucky youth and helps prepare them for many real-world situations that lie ahead



2023 Member VAB Utilization

UTILIZATION

■ Maternal/Kids ■ SDoH ■ Medical Mgmt



Most Utilized Benefits:

- 1) Healthy First Steps
- 2) Mindoula
- 3) Find Help

* 15,341 member encounters in 2023

Top Utilization Counties

Scaled to membership	Total services rendered
Lee	Jefferson
Wolfe	Fayette
Lewis	Warren
Grayson	Kenton
Lyon	Madison

- **We educate/inform members of VABs by:**
 - Welcome Letter & Welcome Calls
 - Member Handbook
 - UHC Website
 - Member Portal
 - Marketing Materials
 - HP staff (Care Managers, Community Outreach & Member Advocates)

