

# Value-Added Benefits

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July 2024

# Value-Added Benefit (VAB) Utilization 2023

## VAB Unique Member Access

2023 -- 8,434

## Top 5 VAB Utilized

Health Risk Assessment

Dental Visit

Annual Wellness Exam

Cervical Cancer Screening (Pap test)

Wellness Child Visit

## VAB Communication Methods

- Member Handbook – this is part of members Welcome Kit
- Advocate Sessions
- Community Events – hosted/attended by the Community Engagement team
- Community Partners
- Five SHC Locations (Bowling Green, Covington, Hazard, Lexington, and Owensboro)
- Through Case Managers for members engaged in our Care Management Program
- Live Outreach Calls related to preventive healthcare
- Member Education Sessions
- Member Newsletter – Published 3 times per year
- Postcard Direct Mail
- Text Messages\*\*
- Email\*\*
- Social Media
- Website
- Provider meetings by Provider Services and other teams.

\*\*For members who opt in to text messages and email notifications.