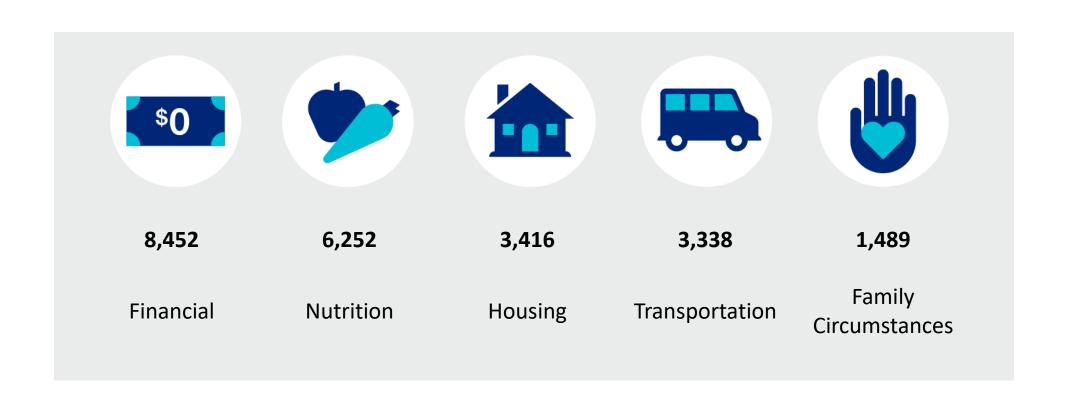


# **Engaging Members Experiencing Social Needs**

**UnitedHealthcare Community Plan of KY** 



# UHC's Member Engagement and Actionable Insights demonstrate 5 primary non-medical needs





Engaging Members
Experiencing
Homelessness



# **Engaging Members Experiencing Homelessness**



# **Responsive Interactions and Proactive Case Management**

- HRA and Member Interactions to Identify Homeless members
- Call Center Interactions identify needs and create connections to community resources.
- Engage member to identify and close any social or medical needs they have via internal resources or external referrals
- Identify housing and other social and financial needs through initial screening.
- Close Loop Process on all referrals



# **Targeted Housing Navigation through individual Referrals**

- Individual assessment and housing plan
- · Housing identification and application assistance
- Access public or community rent and utility assistance
- SDoH needs and referrals



# **Strategic Community Partnership and Investments**

- Laundry Initiative with White Flag
- Hotel, Inc.
- Rachel House
- Shelter of Hope
- Preventive Partnerships and Innovations: Goodwill Expungement Clinics, On My Way, Kentucky Medicaid staff participating on housing boards.
- Community referrals for Coalition for the Homeless, Housing & Support Division Jeff. Co, Housing Authority & HUD, Daniel Boone, etc. to name a few regional supports



# Member Program and Benefits



# **Transportation\***

24 free one-way trips to community & medical services



# **Diapers for Babies**

Delivery of 200 diapers once 6week postpartum visit is completed



#### Car Seats\*

Moms are eligible for car seat once postpartum visit is completed



# WellHop

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



## **Healthy First Steps**

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



# **Doulas**

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



# **Boys & Girls Clubs**

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



# **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

# Member Program and Benefits



#### **Home Delivered Meals**

14 Home Delivered Meals for members who meet eligibility requirements



# **OTC/Healthy Foods\***

\$100/year for Over-the-Counter products or healthy food



## **GED Works\***

Coaching, prep and testing for members 18 and up who want to get their diploma



#### Tablets\*

Personal Tablets to access virtual care and other health services



# **Stipend for Participation**

\$50 stipend for participation in quarterly Quality, Member Access Committee meetings or CM Participation



## **Acupuncture**

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



# **Healthy Rewards**

Members can earn gift cards for completing important preventive services



#### **Free Cell Phone Service**

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



# **Engaging Members Experiencing Food Insecurity**



# **Engaging Members Experiencing Food Insecurity**



# **Programed Solutions and Member Incentives**

- Post- Discharge meals for members with certain diagnoses and new mothers
- Free nutritious meals offered incentives for participation in various vaccine events
- Diabetes A1C Program 14 weeks of meals + RD counseling to lower A1C
- \$25 Visa gift card quarterly while enrolled in CM



# **Responsive Interactions and Proactive Case Management**

- Identify food insecurity and other social and financial needs through initial screening
- Call Center Interactions identify needs and create connections to community resources.
- Engage member to identify and close any social or medical needs they have via internal resources or external referrals
- Close Loop Process on all referrals



# **Strategic Community Partnership and Investments**

- Mom's Meals
- Fully funded food pantry in Knox County
- Need More Acres
- Black Soil
- Community Agricultural Nutritional Enterprises, Inc (CANE)
- Volunteer Opportunities with Dare to Care, Cooking Matters Diabetes Cooking Class 6 weeks (first completed in May) 2<sup>nd</sup> launching in October '24









