



Engaging Members Experiencing Social Needs

UnitedHealthcare Community Plan of KY

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



8,452

Financial



6,252

Nutrition



3,416

Housing



3,338

Transportation



1,489

Family
Circumstances



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 6-week 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

* Indicates new for 2024

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) 2nd launching in October '24

