Eastern KY Flood Response

More than 16,000 Humana Medicaid members reside in the region impacted by the flooding in late July and Humana has mobilized a wide array of support for the region.

**Member Outreach**

*Omni-Channel communications:* Deployed text, email, IVR, web alerts increasing awareness of access to emergency prescription refills among members residing in impacted counties.

*Care management outreach:* prioritized members currently enrolled in Case Management or with indicators of Oxygen use, MAT history, or Dialysis.

**Policy Updates**

*Pharmacy lock-in:* Members impacted by pharmacy lock-in are allowed to receive prescription refills across broader network of pharmacies.

*Inpatient Authorizations:* Auto approving all unplanned admissions to impacted facilities.

*Home Health Services:* Manually approving all authorizations, par and nonpar for members from impacted counties.

*SUD Treatment:* Auto approving treatment in facilities within impacted area.

---

**Outreach Summary**

Omni-channel communications deployed in 48 hours

Case management targeted outreach deployed at 1 week

More than 3000 calls made, 1700 members targeted, and 300+ members reached (19% response rate)

- Most impacted members that were reached indicated they were displaced from their homes and staying with family/friends
- 18 members were concerned about meeting their basic needs and connect with resources supporting food, medications, DME
- 12 members requested follow up from Humana staff and/or enrollment in case management
Eastern KY Flood Response

*Humana has stepped up in multiple ways to support the community in Eastern KY through resources directed to providers and community-based organizations*

**Monetary Giving**

Humana Foundation *donated $500,000* between the following organizations supporting the cleanup and rebuilding of Eastern KY communities impacted by flooding, Kentucky’s *Team Eastern Kentucky Relief Fund, Foundation for Appalachian Kentucky Crisis Aid, Center for Disaster Philanthropy*

Humana employee donation matching program has contributed *$100,000* in employee giving directed to approved organizations supporting Eastern KY – with nearly 600 employees contributing

**Infrastructure & Supplies**

Humana equipping Mountain Comprehensive Health with *furniture and technology equipment* helping to rebuild their facilities damaged by the flooding (Administrative building in Whitesburg, and clinics in Whitesburg/Jeremiah)

Supplying Eastern KY-area providers with *medical supplies* to ensure they’re able to restock and continue to provide care throughout the community

Humana employees came together to provide a variety of *food, personal hygiene and other supplies*, which were delivered to ARH and distributed throughout the community

---

**Furniture Donation Summary**

Humana will be donating:
- 29 cubicles and chairs
- 1 private office suite and 3 chairs
- 12-person conference room table/chairs
- 1 credenza
- 11 3-draw filing cabinets
- 4 36-inch metal bookcases
- Desk top computer monitors
- Multiple rolling marker boards
- Coat racks and clocks

Humana is coordinating with our office furniture partner to provide full packing, delivery and installation of furniture at no charge to providers