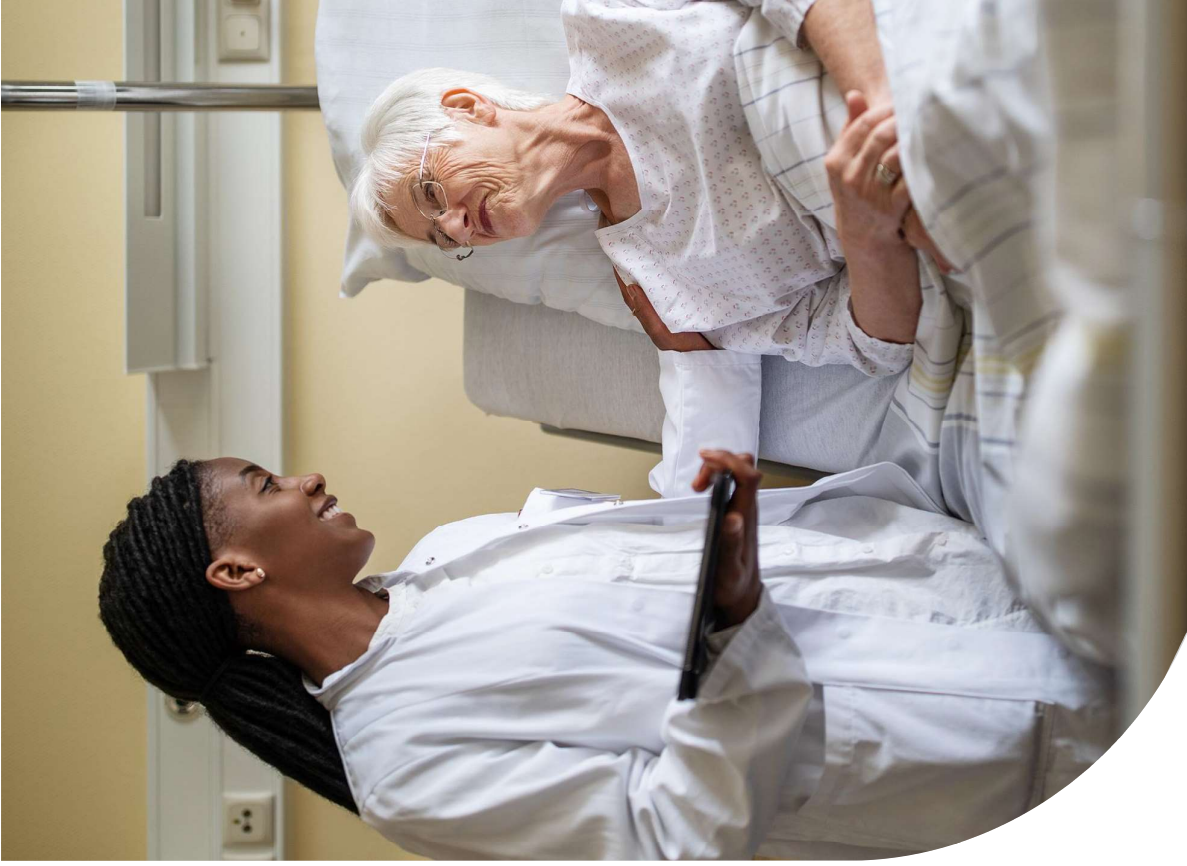
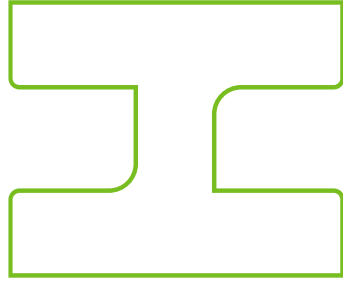
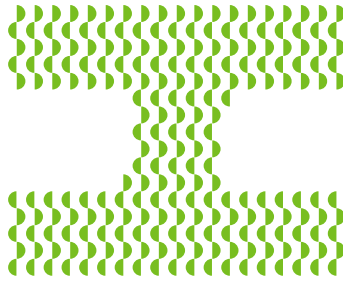
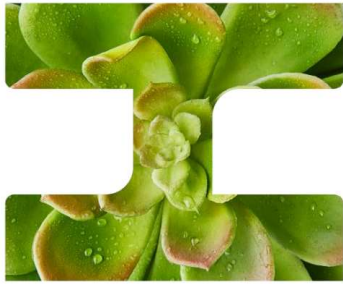


**Humana**  
Healthy Horizons®  
in Kentucky

# Nursing Services TAC

August 2024



# Social Determinants of Health (SDOH)



## 2024 Value Added Services

To support each member’s journey to good health, Humana makes available extra programs and services that address social determinants of health, helping make life easier for families and children.

<b>Health-related social needs</b>	<b>Maternity</b>
Criminal record expungement services	Baby and Me meals
Disaster preparedness meals	Convertible car seat or portable crib for HumanaBeginnings care management program participants
GED testing support	Doula services
Housing assistance	
Post-discharge meals and fresh produce boxes	<b>Wellness and education</b>
Smartphone services	Tobacco and vaping cessation coaching for ages 12 and older
Workforce Development Program with childcare and transportation assistance	Weight management health coaching
	Sports physical
<b>Chronic condition management</b>	
Self-monitoring devices – Blood pressure kit	
Self-monitoring devices – Weight scale	
Smartphone app for Diabetes management	





Learn more at  
[Humana.com/KentuckyVAS2024](https://Humana.com/KentuckyVAS2024)



# Go365<sup>®</sup> Healthy Rewards Program 2024

Go365<sup>®</sup> is a wellness program that offers our members opportunities to earn rewards for taking healthy actions. Rewards can be used to purchase items and services that may also support social determinants of health (SDOH). Most rewards are claims based, and automatically populate in patient accounts.



**Download the Go365<sup>®</sup> for Humana Healthy Horizons app**



Wellness & education	Reward
Download Go365 <sup>®</sup> app	\$25
Health risk assessment (HRA)	\$50
Tobacco cessation	\$50
Weight management	\$30
Haircuts for kids	\$20
Level of care training	\$10
Notification of pregnancy	\$25

Preventive visits	Reward
Well-child	\$105
Pediatric dental	\$30
Wellness	\$20
Prenatal	\$100
Postpartum	\$50
Behavioral health follow-up	\$50

Vaccinations	Reward
COVID-19	\$25
Flu	\$25
HPV	\$80

Screenings & exams	Reward
Breast cancer	\$25
Cervical cancer	\$25
Chlamydia	\$25
Colorectal cancer	\$25
Diabetic retinal eye exam	\$25
Diabetic screening	\$20



e-Gift cards



Fitness devices & gear



Outdoor & recreation



Apparel & accessories



Charities



Discounts



## Addressing Transportation Needs

### **Behavioral Health Transportation Assistance Pilot**

This Bus Pass Pilot provides transportation cards/vouchers to members receiving care at Seven Counties Services (SCS). Cards/vouchers can be used to ensure transportation to determined health activities (e.g., follow-up appointments, lab work, preventive screenings).



### **Maternity “Doula Dash” Pilot**

This pilot is similar to Uber/Lyft, with drivers who are trained by perinatal health professionals/doulas. It assists members in Louisville or within 30 miles with transportation to obstetrical and well child medical visits, WIC appointments, perinatal educational classes, etc. This service also provides childcare while the member is at the appointment.



### **Workforce Development Program**

Our statewide program offers engaged members who are 18+ years of age 3 round trip rides per month, depending on the transportation available in the geographic area.

### **Non-Emergent Medical Transportation**

Our statewide program aids members without access to free transportation that suits their medical needs. Care managers make referrals to and follow up with Kentucky’s NEMT program when members need to be transported to a Medicaid-covered service performed by a Medicaid-enrolled provider.



### **Go365 Rewards for Transportation**

Members can choose to use their Go365® wellness program rewards to purchase eGift cards that can be used for transportation, including an Uber e-Gift Card.



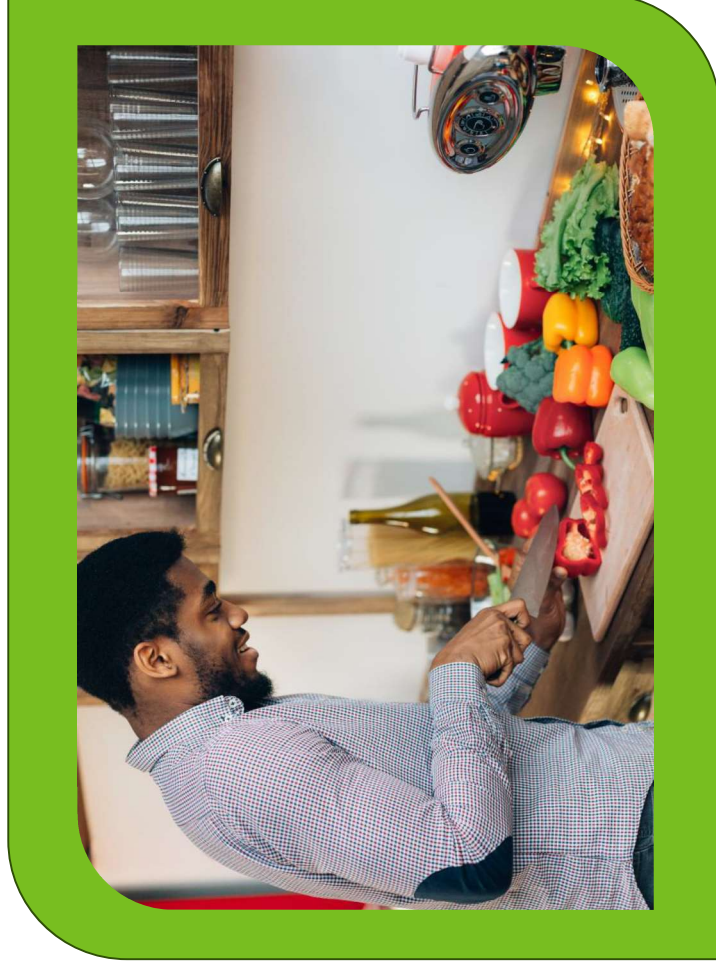


## Addressing Nutrition Needs Including Diet-Related Conditions & Food Insecurity

Humana offers several food and nutrition-related benefits to our members. We are continuously evaluating member satisfaction and ease of use, as well as improvements to health and quality of life, to make enhancements where possible.

### We help address food insecurity for our Humana Healthy Horizons in Kentucky members by:

- Referring and assisting members with signing up for SNAP benefits.
- Providing resources for local pantries in members geographic area.
- Assisting with transportation to obtain food and necessary items for daily living.
- Educating members on ½ price Amazon membership and ability to use SNAP EBT for purchase of food items with free delivery of \$35 or more.
- Enrolling members in Humana value added benefits related to nutrition if they meet qualifying criteria.
- Educating members on Farmers Market Dollars program, ministries, and "hot meal" locations in their geographic areas.





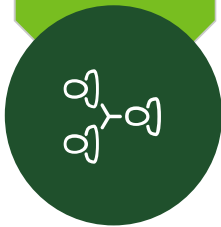
## Addressing Housing Needs

Humana is working to support our members and communities by proactively engaging with them and local agencies to prevent homelessness, assist with eviction diversion and secure sustainable affordable housing.

Our approach:



Identify and support members via claims insights, automated business rules, case management assessments and referrals



Identify and build partnerships with community-based and other organizations to address needs, find housing



Identify, maintain, and advocate for sustainable resources and additional revenue streams for housing programs

Examples of Humana's progress include:

### Nationally –

Since 2021, Humana has invested **\$90 million** to create affordable housing capacity across the country. These affordable housing units include senior and family housing, incorporating collaboration with local stakeholders to expand health access.

### In Kentucky –

Humana Healthy Horizons assists eligible members by giving up to **\$500 per member** per year to cover rent/mortgage, utilities, and moving expenses.

Humana Healthy Horizons is partnering with one of the Louisville-based affordable housing units to pilot opportunities, including developing Community and Housing related resource events.

Humana Healthy Horizons **provided a \$10,000 grant** to support the Fayette County Public Schools' McKinney-Vento Program.

# Humana

Healthy Horizons®  
in Kentucky