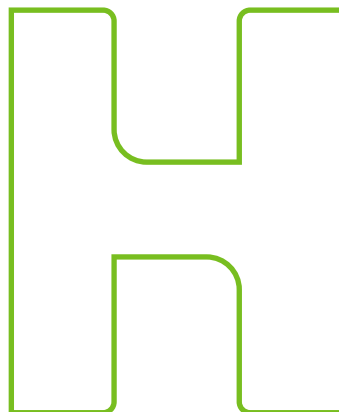
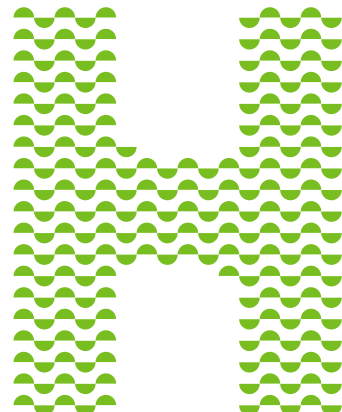


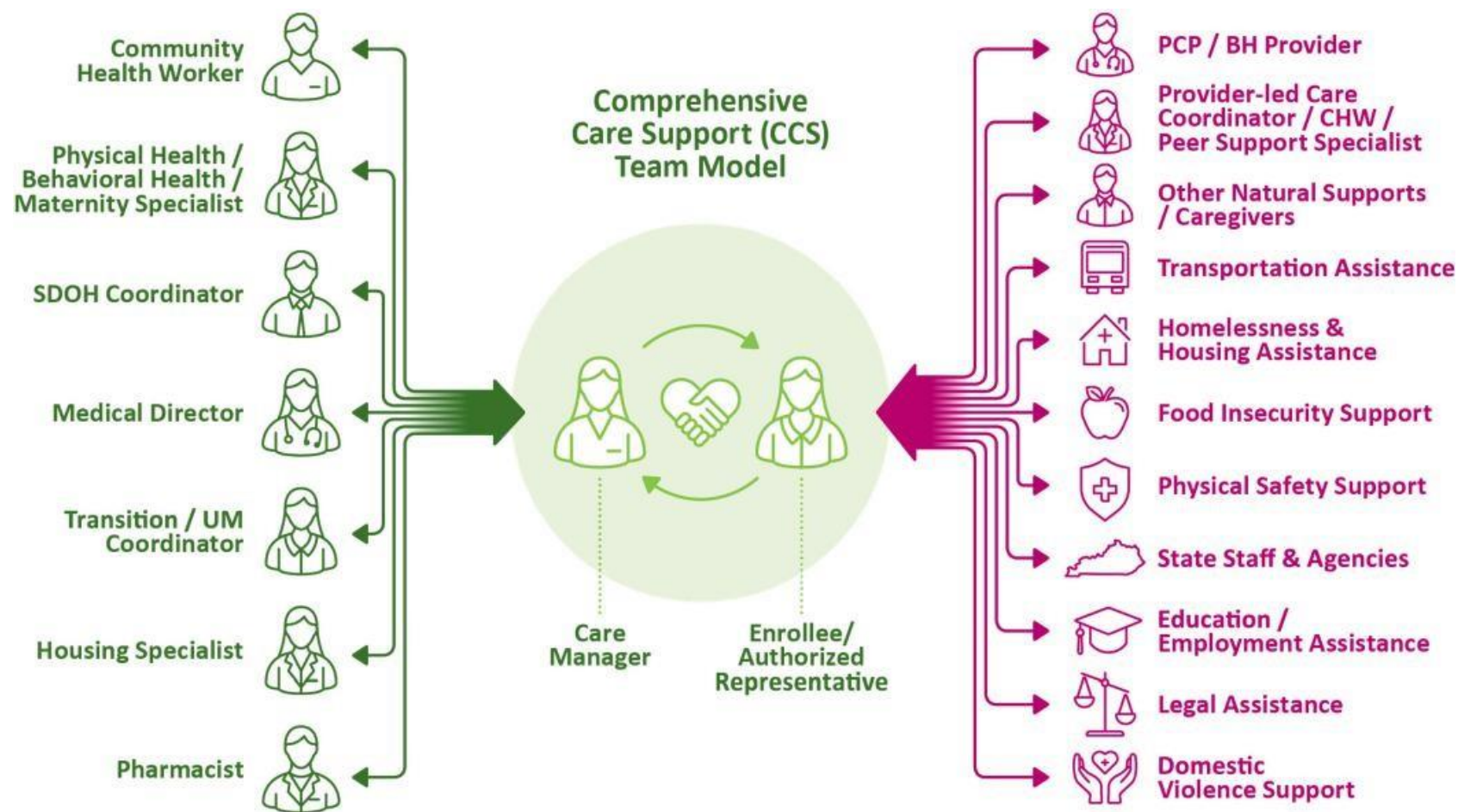
Primary Care TAC

July 2023



Humana's Comprehensive Care Support Team Model Supports SDOH

Humana addresses social determinants of health through our fully integrated Kentucky Medicaid CCS team. The team leverages our powerful digital health and analytics tools to help identify and address needs and takes our members' goals and preferences into account to help actively engage them as full participants in their whole-person health and well-being journey.



Humana's Value Added Services and Expanded Benefits

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

Examples in [Plan Year 2023](#) include:

- ✓ [Humana Beginnings](#) - Portable crib or car seat, meals after delivery
- ✓ Doula Services
- ✓ Pacify - Smartphone app for prenatal care, breastfeeding, and newborn/infant care assistance
- ✓ Cell phone services
- ✓ Sports Physicals
- ✓ Weight Management Health Coaching
- ✓ Tobacco cessation coaching – including vaping for 12+
- ✓ Criminal expungement services
- ✓ GEDWorks – With test pass guarantee
- ✓ Workforce Development program and childcare assistance
- ✓ Post-discharge meals and Fresh Fruit and Vegetable Boxes
- ✓ Smartphone app for diabetes management
- ✓ Remote monitoring devices – blood pressure cuff and weight scale
- ✓ Healthy Behavior Rewards through Go365



Food insecurity



Housing



Financial strain



Transportation



Workforce development



Social isolation

Go365 Healthy Rewards Program

Go365 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 SDOH.



**Download the Go365 for
Humana Healthy Horizons™ App**

Examples of qualifying activities for [Plan Year 2023](#)

- ✓ HRA – Health Risk Assessment
- ✓ Follow-up after inpatient care for mental health or high-intensity care for substance use disorder
- ✓ Vaccines – Flu, HPV, Covid-19
- ✓ Maternal Care - Prenatal visit, Postpartum Visit, Well-Child Visits, Pediatric Dental Visits
- ✓ Haircuts for kids K-12
- ✓ Screenings – Diabetic, Breast Cancer, Cervical Cancer, Colorectal
- ✓ Diabetic Retinal Exam
- ✓ Level of Care Education – when to go to emergency room
- ✓ Tobacco Cessation – Nicotine replacement therapy
- ✓ Weight Management Program
- ✓ Wellness Visits



e-Gift
Cards



Fitness Devices
& Gear



Outdoor &
Recreation



Apparel &
Accessories



Charities



Discounts

Humana Member Success Story

Member Demographic: Female, 33 years old

SDOH Need: Financial Support, Food Insecurity

Care Concern: Member had **concerns paying bills** as she and her spouse were **out of work due to the member having surgery on her spine**. The member's spouse was also out of work, further contributing to inability to pay delinquent utility bills.

Interventions: SDOH Coordinator contacted the member and completed an SDOH needs survey. The member had fallen behind on utilities and needed assistance in locating food resources. SDOH Coordinator was able to provide the member with **education on Humana value-added benefits and community resources**, such as food pantries and community resources that assist with financial support for utility services.

Results: Member reported that food resources provided ensured that the member and her **family were able to eat** without concern for food insecurity. Additionally, **utility bills were paid in full** through connection with community-based organization provided by SDOH Coordinator.



Humana in the Community

Humana continues to provide significant support for Louisville and broader Commonwealth, increasing access to important preventative care and addressing SDOH

Enterprise Community Support

Humana and our employees are committed to supporting the people who live in Kentucky.

In 2022:

- 4,000+ Humana employees tracked over 53,000 community volunteer hours and donated \$1.3 million to KY-based non-profits.
- The Humana Foundation invested more than \$14 million in non-profits across Kentucky in support of SDOH.



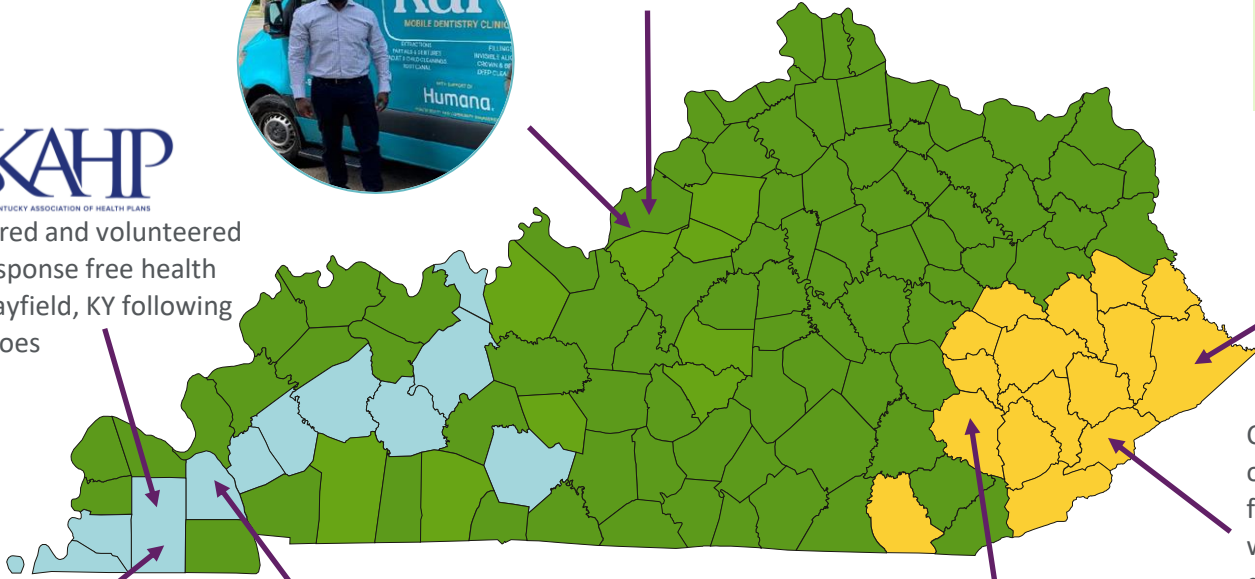
Provided **Mayfield Minority Enrichment Center** a GMC Conversion Van and wellness products/supplies providing capacity in their support of youth and aged population in the region

Partnered with **West Louisville's Kare Mobile**, a new, state-of-the-art mobile clinic aimed at increasing access to comprehensive dental care



Co-Sponsored and volunteered at rapid response free health clinic in Mayfield, KY following the tornadoes

The **Health Equity Innovation Hub** is a collaboration between Humana, the Humana Foundation, and the University of Louisville. The Hub serves as a research lab that will study methods to tackle health disparities in the city's marginalized communities, and develop solutions for health inequities



Humana is partnering with FastNet, LLC to **expand broadband infrastructure in Lyon County**, including community hotspots and telehealth hub

Partnering with VOA to **deliver residential substance use disorder support** for pregnant women and mothers at **Clay County, KY's Freedom House**

Local Market Community Engagement Team

Geographically dispersed through the Kentucky and deploys sponsorships and other supports to all regions.

Disaster Response

Following two major disasters in 6-months impacting Kentuckians, market operations quickly mobilized outreach and supports, driven by data analytics and an 'all-hands-on-deck' approach.

- Within 48 hrs, communicated prescription drug and prior authorization policy updates,
- We quickly developed member impact rosters, sub-segmenting for members at highest risk, deploying CM and other resources, and
- Provider and Community engagement teams engaged local communities

 **Tornado outbreak in Western, KY - December 2021**

 **Major flooding in Eastern KY - June 2022**

No Kid Hungry, Pike County

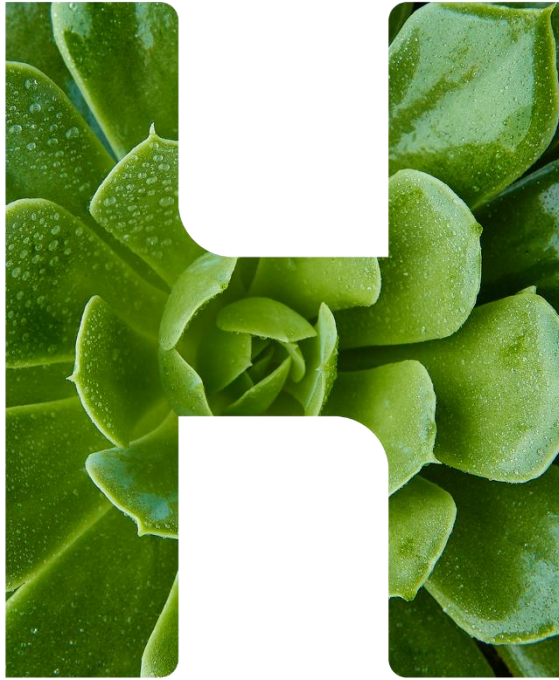
Focused on **providing healthy food to pregnant moms through duration of pregnancy** (and three months post-partum) in collaboration with KY Dept. of Health and **East Kentucky Dream Center**

Completed refurbishing of **Mountain Comprehensive** offices and **Letcher Public Schools** (damaged by summer floods), including no charge delivery and installation of a wide array of quality office furniture. In 2022, Humana donated an estimated \$3 million in office supplies and furniture to community-based organizations across the nation.



Humana

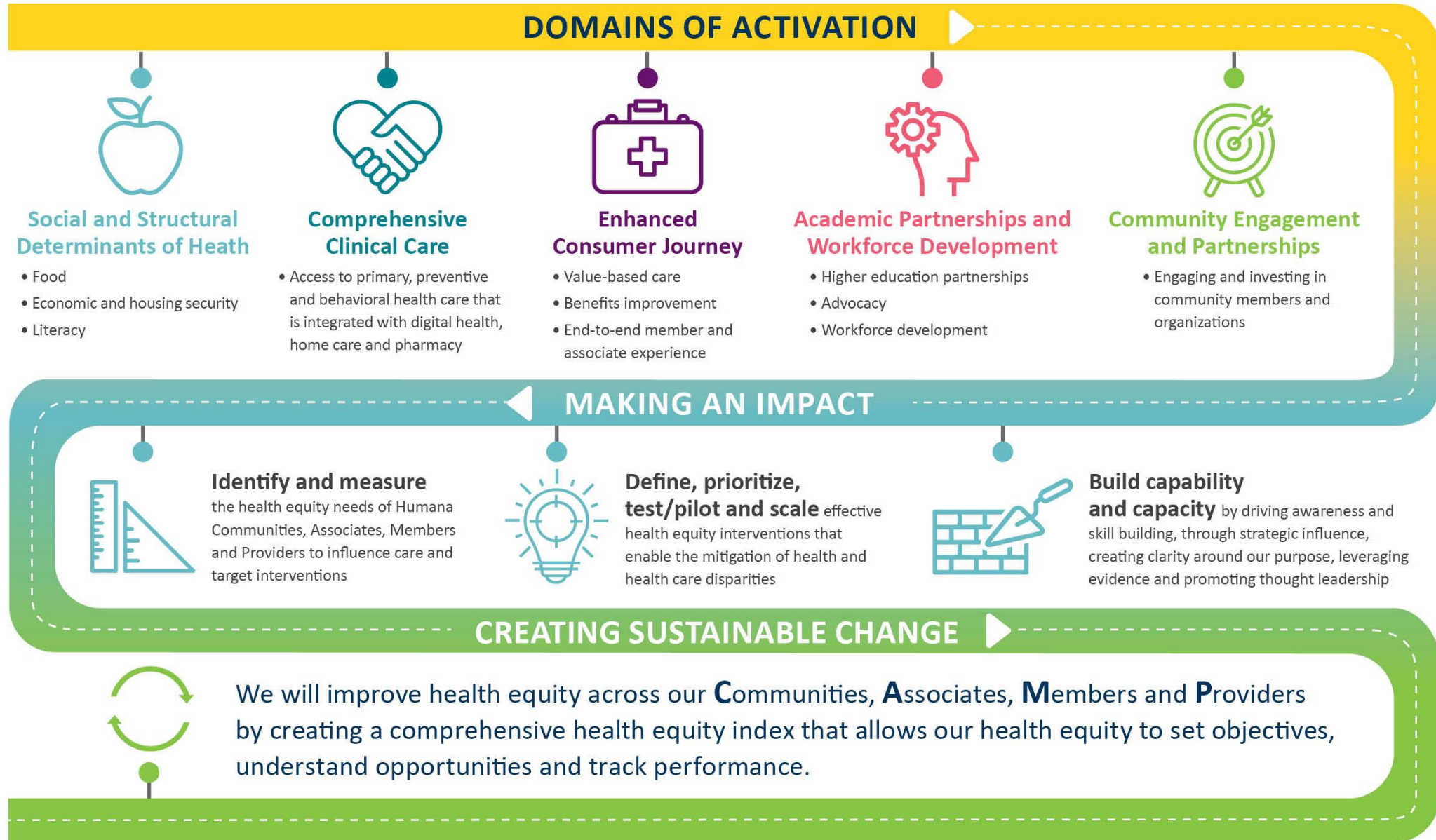
Healthy Horizons®
in Kentucky



Humana®

Appendix

HUMANA'S COMPREHENSIVE ROADMAP TO HEALTH EQUITY AND ADDRESSING SOCIAL DETERMINANTS OF HEALTH



Humana Healthy Horizons in Kentucky

Our mission is to establish Health Equity as a key business driver and embed it into Humana products/services and partnerships in order to improve health outcomes by working with Communities, Associates, Members, Providers (CAMP)

Communities

Creating health equity for the communities we serve, identifying the root cause of disparities, and working together with CBOs to create scalable, sustainable solutions

- Rapid response team dedicated to reducing disparities caused by natural disasters and need of short- and long-term support
- Significant and **continued investments and grants focused on advancing health equity and support for SDoH in our communities**
- **Workforce development** program focus on Humana's recruitment/hiring from regions of Commonwealth with less economic opportunities
- Community partnerships to collectively address gaps

Members

Creating equitable experience for our members, by addressing social, physical, and mental health – optimizing health care experience and outcomes

- Dedicated KY MCD CHW team equipped with member insights and ability to meet members where they are
- **Advanced analytical models** and surveying tools that **identify inequities and SDOH constraints** impacting members and communities
- Value added services that address social needs and community gaps
- Quality improvement efforts focused on closing demographic gaps
- Member advisory committee
- NCQA Health Equity Accreditation



Associates

Building capabilities, capacity and the right environment for our associates to identify and establish equitable care solutions

- Associate driven Network Resource Groups (NRGs) providing forums for exchanging ideas and building culture
- Enterprise provides forums for associates becoming allies, recognizing unconscious biases and bridging cultural divides
- Inclusion and Diversity **priorities include acceleration of talent diversity and increase in Black and Hispanic representation**

Providers

Promoting equitable care experience by leveraging patient insights, innovative technology and cultural competence

- Value-based payment arrangement that infuse the voice of providers into our operating model and directs resources to patient-centered, value-focused care
- Annual, **provider focused cultural competency education, training and validation**

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, preventative 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.



Addressing Transportation Needs



Non-Emergent Medical Transportation

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



Workforce Development Program

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



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 Food Insecurity

Humana offers a number of 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 for Farm Box (Fruits & Vegetables) if meet qualifying criteria
- ✓ Assisting with enrolling members in Moms Meals post discharge from hospital if 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.

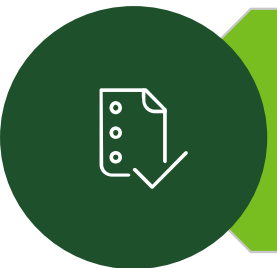
Our approach:



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 \$50 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 is partnering with one of the Louisville-based affordable housing units to pilot opportunities, including developing a 2023 Community and Housing related resource event.

Humana's Community Management and Population Health teams, along with our Community Health Workers, are deploying similar events across the state (at least 1 per region in 2023).

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

Humana's Workforce Development (WFD) Program



Humana recognizes that employment is a critical social determinant of health that provides income, expanded access to resources, increased social connections, and a sense of purpose.

Program Specifics

- ✓ Employment Coach – experience in employment services preferred
- ✓ Primarily Telephonic with some field work to build relationships with local community-based organizations and employers
- ✓ Service offered statewide – training, job placement, barrier removal to employment, i.e., transportation
- ✓ 12-month program – post-employment coaching available for those interested

Eligible Benefits

When engaged in WFD Program, members may be eligible to receive expanded benefits of:

- ✓ Childcare Reimbursement – \$40 per quarter for 1 year
- ✓ Transportation in counties where resources are available, up to 3 round trips per month
- ✓ Criminal Expungement Reimbursement* – up to \$340 per lifetime
- ✓ GEDWorks* – \$250 per enrollee

*These are VAS offered outside of the WFD but fall within the scope of the Employment Coach.