



Kentuckians helping Kentuckians

WellCare improves health outcomes by
connecting people with the **support** they need

In a typical year, WellCare helps connect more than 11,000 Kentuckians on Medicaid or Medicare to organizations that will help them obtain food, shelter, transportation or other needs.

Together, we're making Kentucky stronger.



Dear Kentucky,

Each year, WellCare of Kentucky invests in the commonwealth's people and communities in many remarkable and meaningful ways. We do this for two important reasons.

First, we do it because we care about this community and its people. After all, we're Kentuckians ourselves and we want what is best for our friends, family and neighbors.

Second, we know that health depends on more than just what happens at the doctor's office. Access to fresh food, reliable transportation, gainful employment – all of these things affect peoples' health in direct and indirect ways.

No one schedules a mammogram or a flu shot when they are worried about what they are going to feed their kids – and no one can focus on getting more exercise when they're afraid in their own home.

That's why all kinds of issues - food security to employment opportunities to domestic violence - affects health in ways beyond the most obvious. And that's why WellCare always stands ready to assist those who are working to make a difference in the lives of Kentuckians.

In this short report, you will find numbers, charts and anecdotes. Together, they tell an important story – one of Kentuckians helping each other reach their full potential.

**We are proud of the work we do!
I'm so glad to be able to share it with you.**

Sincerely,

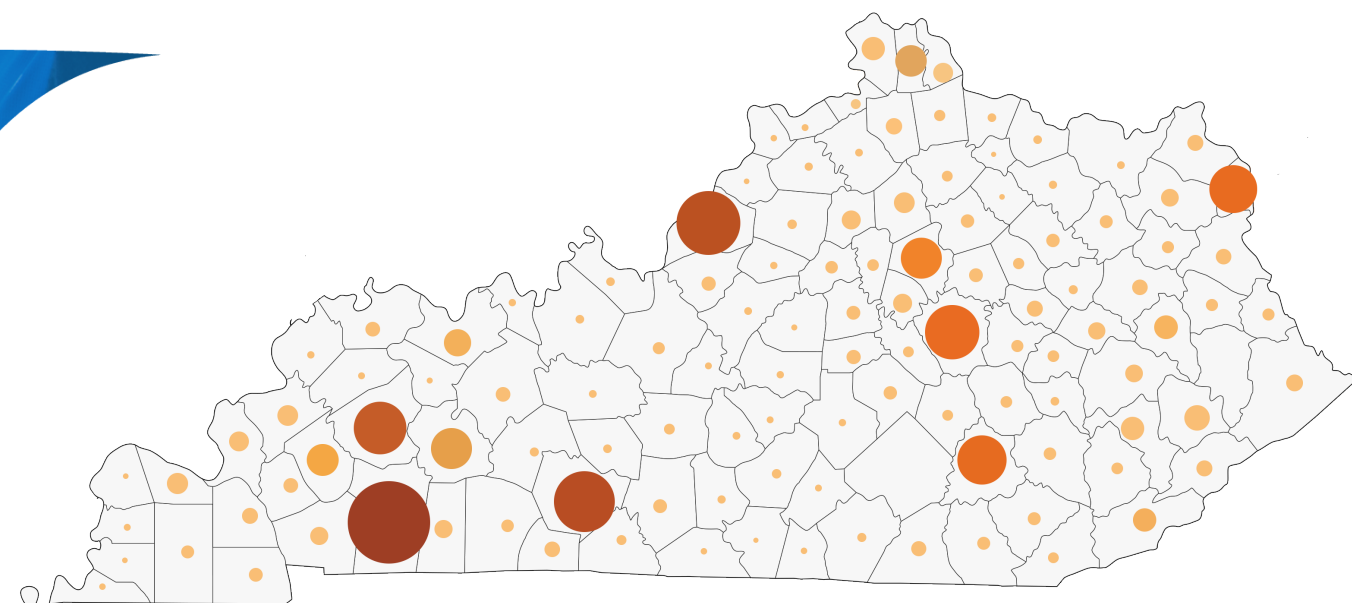
**Bill Jones
President of WellCare Health Plans**

**In a typical year,
40,000**

social service referrals are made to **10,000** WellCare Medicaid members in Kentucky through the Community Connections Model.

**In a typical year,
5,000**

social service referrals are made to **1,500** WellCare Medicare members in Kentucky through the Community Connections Model.



What are social determinants of Health?

Health is influenced by so many social and environmental factors – from loneliness to education, to employment and income.

Imagine two people recovering from surgery. One has a strong support network, a good education and good transportation. The other is isolated and struggling.

Which one is likely to recover most quickly from surgery?



Person A

- ▶ Friends bring her soup, offer to help with the kids
- ▶ She can easily understand the doctor's instructions
- ▶ She can easily make follow up appointments

OR



Person B

- ▶ With no social support, she is lifting her baby all day and eating cereal for lunch because she's too tired to cook
- ▶ She's not sure she understands the doctor's instructions
- ▶ She misses appointments because she doesn't have a car

Person A is likely to recover most quickly.



What can we do about it?

Through our Community Connections Model, WellCare connects our members with resources that assist them with everything from housing to transportation to food assistance – even support groups or affordable childcare.






Launched in 2014, the Community Connections Help Line connects callers with diverse group of peer coaches, who understand the challenges facing seniors, students, caregivers, veterans and military families – as well as those with disabilities.

A peer coaching pilot has also found this to be an effective way to increase visits to primary care providers (PCPs) by addressing the challenges that prevent people from making and keeping appointments.

TOP 5 REFERRAL CATEGORIES FOR MEDICAID

-  Food Pantry
-  Medical Transportation
-  General Transportation
-  Utility Assistance
-  Clothing Assistance

TOP 5 REFERRAL CATEGORIES FOR MEDICARE

-  Food Pantry
-  Utility Assistance
-  Medical Transportation
-  Medication Assistance
-  Financial Assistance

Let's get practical!

It's easy to understand that having adequate transportation, shelter and food security will help you do things like keep doctor's appointments, monitor chronic diseases and develop healthy habits ... but its hard to change these circumstances.

WellCare works with partners throughout the state to improve the health of all Kentuckians.

In the following pages, you'll learn more about how WellCare is making a difference.

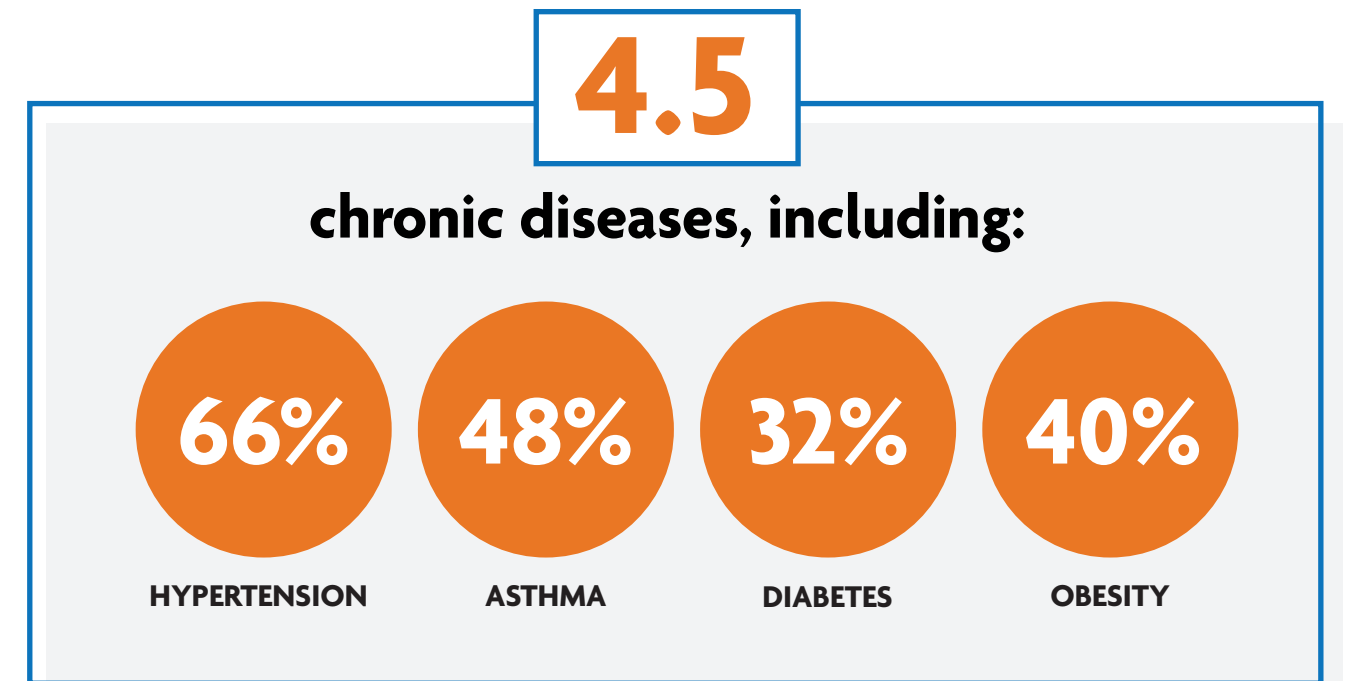


Transportation Can Move People Toward Health

The Rural Transit Enterprises Coordinated (RTEC) is a non-profit organization that provides transportation services in 13 Southeast Kentucky Counties. WellCare has been in partnership with RETC to provide funding for transportation – not only to doctor's appointments, but education, job placement and food access.

In one 18 month period, about 130 members received almost 900 trips at no cost to them.

On average, members who accessed Rural Transit Enterprises Coordinated (RTEC) have:



Despite having multiple chronic conditions, these members saw a 21 percent reduction in emergency room visits and a 57 percent reduction in non emergency visits – indications of more stable health status!

A similar program in the Pennyriple region of Western Kentucky found similar results – including a 62 percent reduction in hospital days for asthma patients! These results show the role transportation plays in improving health outcomes.

Healthier Kids Mean a Healthier Future

Young people tend to be healthier than their parents and grandparents, but they need good habits to stay that way. WellCare has found that working with local organizations on youth sports programs has a positive impact on the health of the participants.

Team Ultra

For ultra healthy kids

In Marshall County, WellCare worked with the local health department to provide better after school activities for elementary and middle school students at six schools.

Over a two year period, 136 students participated – receiving 2,441 support services including reduced cost dental care and nutrition assistance.

The result?

66% reduction in emergency room visits

98.3% increase in routine health exams

Behavioral Health: A key support for families

Providing reliable and effective engagement for members experiencing behavioral issues can make all the difference to struggling families. Strengthening these community partnerships and behavioral programs is a vital piece of WellCare's community outreach.



Healthier Kids: Phoenix Racing

Running toward a better future

In the Lake Cumberland Region, WellCare has partnered with Phoenix Wellness, a nonprofit organization, to provide wellness programming for students. This programming includes Phoenix Racing, which helps students prepare for a 5K races – encouraging them to participate in 12 races a year. The program encourages kids to get their yearly “well child visit.”

“ Besides the obvious health and motivation benefits of running and exercise, the teachers have seen improvements with the Phoenix Race Team students both academically and behaviorally. Teachers often share that students in the program are more focused and disciplined in their schoolwork, as well as show improvement in following the school's rules and getting along with others. “

Lisa Black | Principal of Eubank Elementary School, Eubank Kentucky

Over the past 3 years, Phoenix Racing has had 10 out of 15 high school seniors go on to college with 8 of those receiving Cross Country or Track scholarships. Seven of these students are the first persons in their families to go to college.

Phoenix Racing is not limited to children with behavioral issues. However, for those children who are considered to have behavioral issues, schools are reporting:

- ✓ Significantly more positive engagement with parents/caregivers and teachers
- ✓ 10-25% fewer disciplinary referrals
- ✓ 50% fewer absences (75% less on days when there is a Race Team activity)
- ✓ Improved academic performance

Improving Health Outcomes by Coordinating Service

WellCare has found that by working with existing agencies to help coordinate and improve social and other supports, we can make a measurable difference in health outcomes. That means healthier Kentuckians.

In Eastern Kentucky, WellCare partnered with Kentucky Homeplace (KHP) for two years, to support their mission of assisting rural Kentuckians in 30 counties access health service.

Through this partnership, community health workers provided health coaching for six weeks to people with chronic diseases like asthma and diabetes. Participants were provided gas cards and weekly coaching on nutrition, medication use, exercise, communication, decision-making and more.

For members who had **DIABETES**, there was a:

16.4% reduction in ER visits **28.9%** reduction in inpatient admissions **31.5%** reduction in inpatient days

For members who had **ASTHMA**, there was a:

10.7% reduction in ER visits **19.3%** reduction in inpatient admissions **19.3%** reduction in inpatient days

For members who had **ASTHMA + DIABETES**, there was a:

10.7% reduction non-emergent emergency visits

For members who had **COPD**, there was a:

32% reduction in visits related to acute lower respiratory infections

No One is **Healthy** Without Food

Children can't grow and adults can't thrive without food, that's obvious. But the impact on health is even more foundational than that. People can't make healthy choices when they're worried about their next meal. Food security is health security. WellCare's Community Connections Health Line makes more than 400 food pantry referrals a year.

**“They help you very quickly,” she said.
“I know they’re there and that they’ll be there for me if I need them.”**

One Medicare member called the health line after she returned home from a rehabilitation facility where she was treated for a fractured arm and leg. She had applied for food stamps but had not yet been approved. Meanwhile, it was also hard for her to go to the store with her injuries. A peer coach connected her with the Society of St. Vincent de Paul of Northern Kentucky and Be Concerned, Inc. Canned food was delivered to her home and she had a plan for the weeks to come.

WellCare is a founding partner of the “Double Dollars” program at Farmers Markets – that means that SNAP recipients can double their spending power on fresh healthy foods at Farmers Markets. You’ve heard of Buy One, Get One – BOGO? This is BOGO for your health. (And it’s nice for Farmers too!)



Fresh RX for Moms

For two years, WellCare sponsored a program in Bowling Green called Fresh RX for MOMS – that’s Mothers-to-be on Medicaid. The program provided fresh food vouchers and nutritional and health coaching for expecting women. Once the program had two years of successful programming, they could apply for grants and become self-sustaining. WellCare is working with Community Impact Councils to spread this program around the state.

Providing Utility Assistance to Keep Members on Their Feet

When members don't have money to pay the electric bill some months, or to keep the water running, scheduling a doctor's appointment for them or their family members becomes the least of their concerns. The WellCare Community Connections Help Line (CCHL) works to connect people with local groups that help members in need take care of their utilities and make sure their basic needs are met.



Utility assistance consistently ranks as one of the top community needs in Kentucky. In 2019, the Community Connections Help Line referred more than 245 community members in Kentucky to utility assistance.

WellCare's CCHL worked with a 63-year-old retired nurse who, after 30 years of taking care of patients, found herself caring for her disabled son, along with her granddaughter.

"It took a lot of money to get [her granddaughter] set up. We fixed up her own room for her and bought her clothes and things like that. That took any spare money that I had."

When the member's Social Security wasn't enough to cover household bills that month, a Peer Coach for WellCare's CCHL referred her to local organizations that could provide support.

With these resources, the member was able to receive assistance from the First Presbyterian Church Love Fund, making an appointment and receiving aid on the same day that she called. They were able to pay most of her electric bill and keep her lights on.

"I really didn't want to ask. I was ashamed to ask...I did because I had other people counting on me. I could sit in the dark, but I didn't want my granddaughter doing that."

Safe Housing to Combat Homelessness

Not having a safe or stable home environment can make caring for yourself or your family ten times harder. WellCare has worked in partnership with Hotel Inc. since 2016 to address everyday issues faced by homeless people in Kentucky, and to help provide members with essential resources to get them on their feet. In 2017, Hotel Inc. opened their first respite home program, with funding assistance from WellCare.

The program has seen a 10 percent reduction in ER visits and a 18 percent reduction in flu related visits.

Hotel Inc.'s successful Homeless Outreach Program and the Street Medicine Program provides resources such as:



Quality Food



Stable Housing



Education and Employment Assistance



Financial Assistance



Regular access to doctors



Case management



Transportation for medical and non-medical needs

One Kentucky mother who was struggling with addiction was living in her car, while her children were staying with relatives. Through a local Community Mental Health Center, she was referred to Hotel Inc.

By progressing through a variety of programs offered through Hotel Inc., this mother was able to move into Hotel Inc.'s Respite and Transitional House, where she was then able to reunite with her children as she continued her recovery. Over a year later, she was still living with her children, still in recovery, and living in her own home.

Building Workforce Development Skills

Research from the Robert Wood Johnson Foundation shows that stable employment provides numerous benefits critical for good health. According to the study, *How Does Employment—or Unemployment—Affect Health?*, employment makes it easier for individuals to live in healthier neighborhoods, secure education, afford child care services and buy healthy foods, while also reducing stress-related illnesses and other factors.

Since its launch, WellCare's Community Connections Help Line (CCHL) has referred more than



100
COMMUNITY MEMBERS

in Kentucky to workforce development services.

Peer Coaches Help People Find the Right Path

One 54-year-old Kentucky Medicaid member WellCare worked with was unemployed and looking to change his career. He had left his previous factory job after a knee injury made it too painful for him to stand for his 8-hour shifts. The member explained to a CCHL Peer Coach that he was looking for education and employment assistance.

The CCHL Peer Coach helped the member connect with WellCare Works, a program that offers free employment and education resources for WellCare Kentucky Medicaid members. The Peer Coach also provided the member with information about the Kentucky Community and Technical College System (KCTCS). He qualified for financial aid and was soon working towards a degree in medical coding.

“They made it where I can afford to go to school... It’s hard going back to school after being out for 40 years... but I’m doing one thing at a time. But I’m getting it.”

Through WellCare Works, members can get assistance with:



Resume preparation



GED preparation



Job training

...and much more!



The Bottom Line is a **Healthier Kentucky**

Throughout this document, we shared stories and data that all add up to one clear message. Taking care of people's health starts with taking care of people. People need stable and safe home environments, plentiful healthy food, and adequate transportation options in order to thrive.

At WellCare, we work every day to ensure that Kentuckians have the social supports they need to be healthy.



Transportation



Food Assistance



Employment Assistance



Housing Assistance



Financial Assistance



Utility Assistance



“Why do we do all this? It’s simple!
We care about our members.”

We care about our fellow Kentuckians. We want **everyone to thrive!**”

Bill Jones
President of WellCare Health Plans



**Kentuckians helping
Kentuckians**



www.wellcare.com