

A photograph of a smiling African American family of four sitting on a white couch. A young boy is leaning on the father's shoulder, and a young girl is leaning on the mother's shoulder. The father and mother are both smiling warmly at the camera.

Building Connections

How Community Partnerships Help Families Gain Access to Healthy Food

September 14th, 2018

The WellCare Story



- WellCare was founded in 1985 by a small group of physicians in Tampa, Florida.
- WellCare provides government-sponsored healthcare programs, including Medicaid, Medicare Advantage and Medicare Prescription Drug Plans, to families, children, seniors and individuals with complex medical needs.
- WellCare serves 4.4 million members and partners with more than 68,000 pharmacies and 571,000 healthcare providers across the country.



WellCare's Mission, Vision and Values



Mission

Our members are our reason for being. We help those eligible for government-sponsored healthcare plans live better, healthier lives.

Vision

To be a leader in government-sponsored healthcare programs in collaboration with our members, providers and government partners. We foster a rewarding and enriching culture to inspire our associates to do well for others and themselves.

Core Values

- Partnership
- Integrity
- Accountability
- One Team



WellCare's Approach



At WellCare, we foster strong partnerships with providers, offer an integrated care model, establish trusting partnerships with our state and federal partners and address barriers to care in our local communities.

WELLCARE'S APPROACH



Provider Partnerships

Fostering strong partnerships with select providers



Integrated Care Model

Integrating medical, behavioral, social and pharmacy operations



Government Partnerships

Establishing trust with our state and federal partners



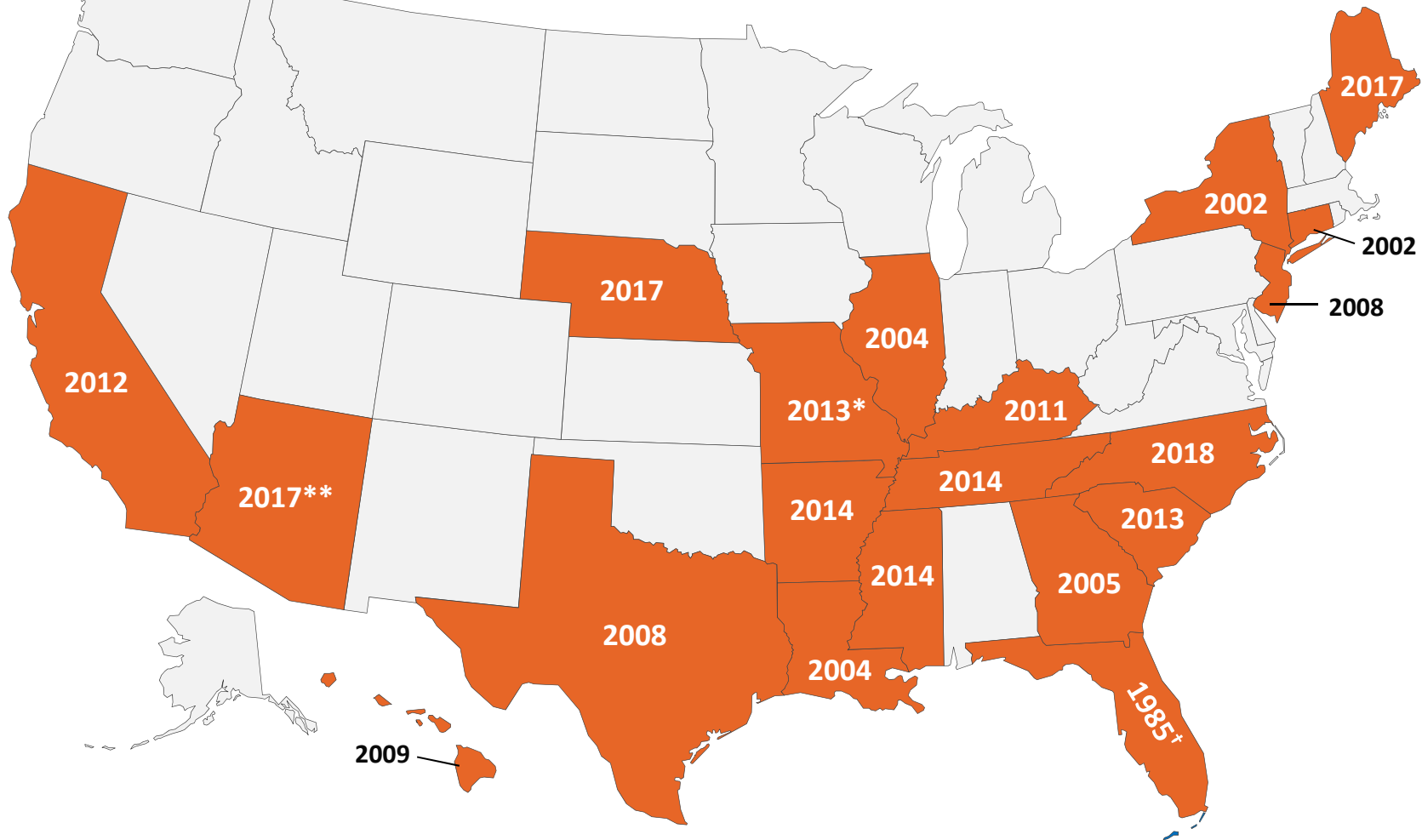
CommUnity Impact

Empowering members to reach optimal social health and independence

Company History & Growth



The states where WellCare currently offers Medicaid and/or Medicare Advantage plans and the year WellCare began operations in the state.



† WellCare of Florida, Inc. was incorporated in 1985 and began offering Medicaid services in Florida in 1994.

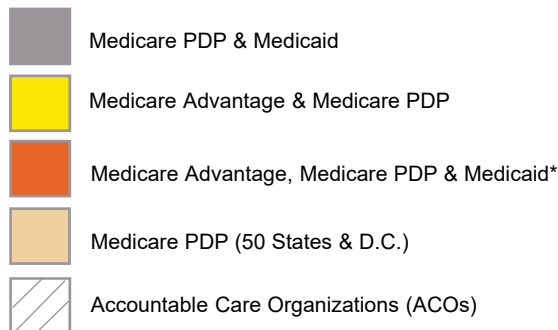
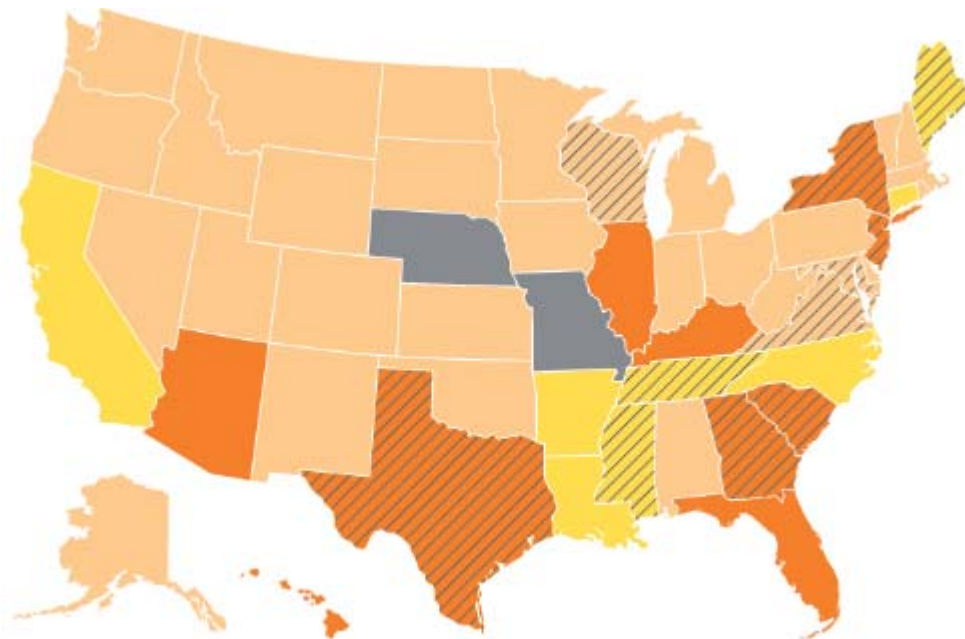
* WellCare acquired Missouri Care in 2013 and offered managed care plans in Missouri through Harmony Health Plan from 2006 – 2014.

** WellCare acquired two Care1st Arizona entities on Dec. 31, 2016. WellCare previously offered Medicare Advantage plans in Arizona through WellCare of Texas from 2013 – 2014.

WellCare's Presence



Company Snapshot



*Includes states where the company receives Medicaid and Medicare revenues associated with Dual Eligible Special Needs Plans (D-SNPs)

All numbers are as of June 30, 2018

Founded in 1985 in Tampa, Florida:

- Serving 4.4 million members nationwide
- 571,000 contracted healthcare providers
- 68,000 contracted pharmacies

Serving 2.8 million Medicaid members in 12 states:

- Aged, Blind and Disabled (ABD)
- Intellectual Developmental Disabilities (IDD)
- Children's Health Insurance Program (CHIP)
- Family Health Plus (FHP)
- Supplemental Security Income (SSI)
- Temporary Assistance for Needy Families (TANF)

Serving Medicare members in 18 states:

- 510,000 Medicare Advantage members
- 1.1 million Prescription Drug Plan (PDP) members
- 18 Accountable Care Organizations (ACOs)

Serving the full spectrum of member needs:

- Dual-eligible populations (Medicare and Medicaid)
- Managed Long Term Services and Supports (MLTSS)

Spearheading philanthropic efforts in local communities:

- The WellCare Community Foundation
- WellCare Associate Volunteer Efforts (WAVE)
- WellCare Center for Community Impact

Significant contributor to the national economy:

- 9,400 associates nationwide
- Offices in all states where the company provides managed care
- A Fortune World's Most Admired Company ranked #170 on the Fortune 500

WellCare's Approach to Care



WellCare uses a holistic, customized approach to care for our members based on their unique physical, behavioral, pharmaceutical and social needs



- WellCare uses a proprietary, clinical platform to identify and stratify members' needs into four areas (physical, behavioral, pharmacy and social), which improves care coordination and appropriate utilization.
- Addressing members' social needs is an important part of the solution. When members are connected to services like job, education and utility assistance, we see:
 - Improved medication adherence rates;
 - Increased independence;
 - Lower hospital admissions; and,
 - Improved physical and behavioral health outcomes.

Serving Kentucky



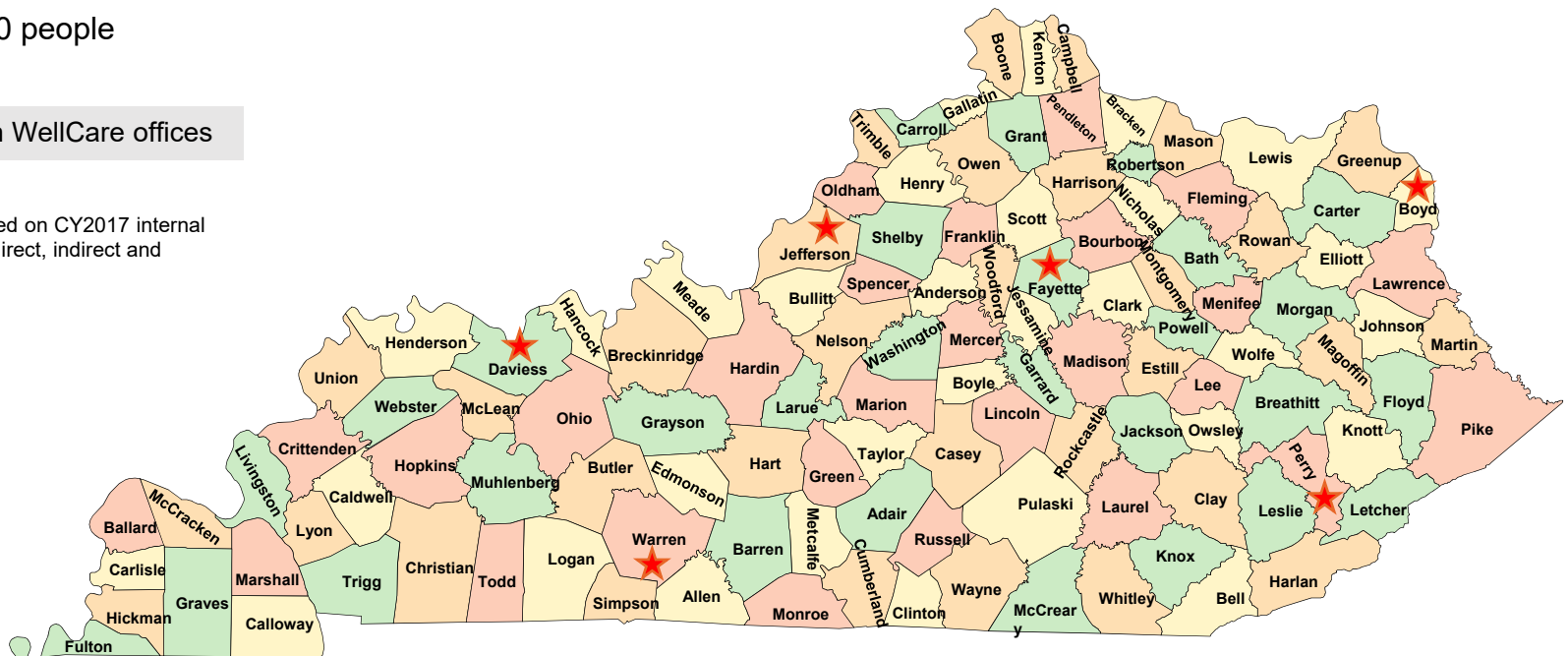
WellCare's economic impact on the Commonwealth of Kentucky is \$5.4 billion annually.*

In Kentucky, WellCare:

- Serves 490,000 members across the state
- Has a local presence with six office locations
- Employs 270 people

★ Counties with WellCare offices

*Economic impact based on CY2017 internal projections, including direct, indirect and induced benefits.



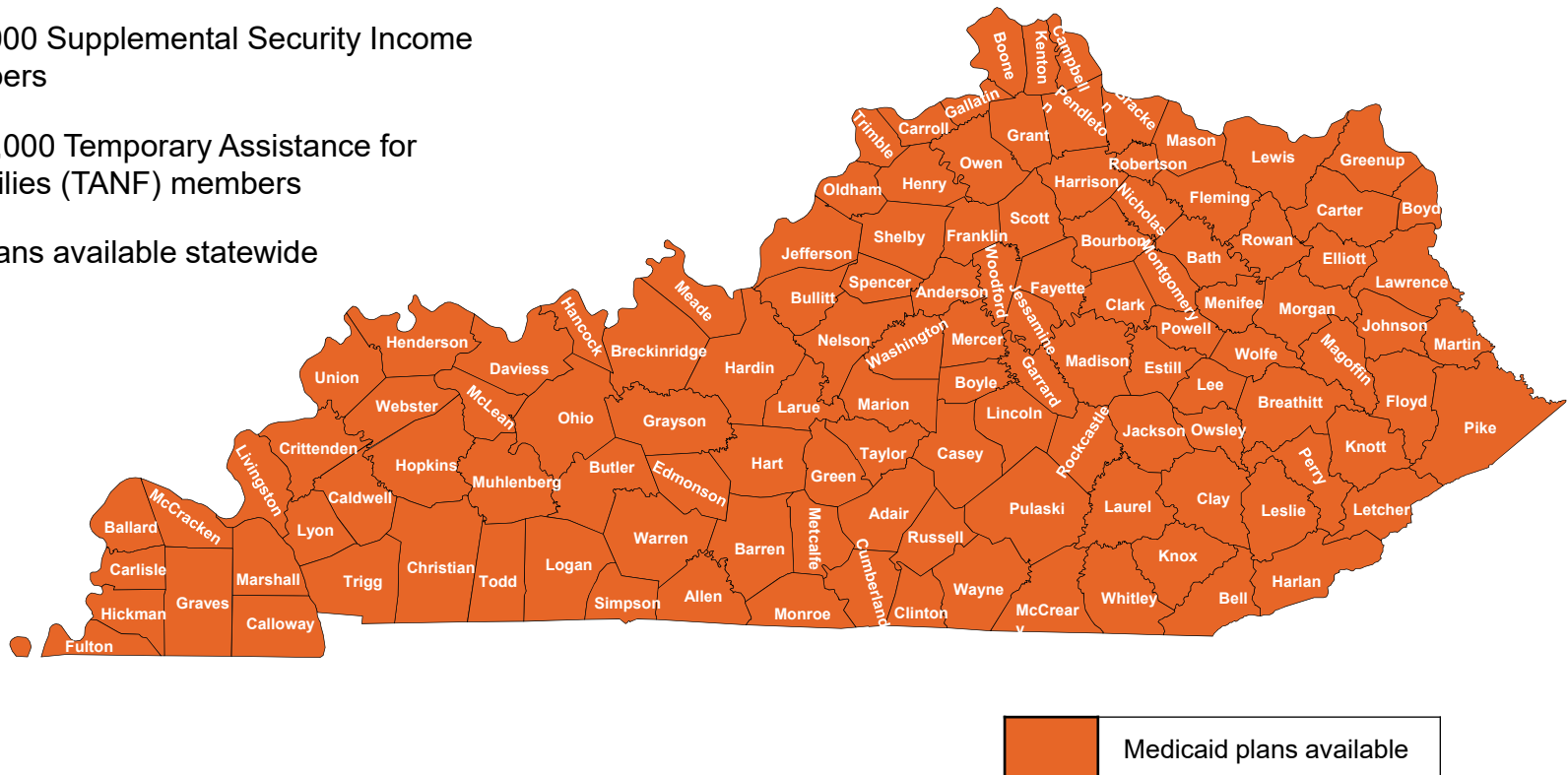
Kentucky Medicaid Presence



WellCare serves 455,000 Medicaid members across the state.

Kentucky Medicaid Presence:

- Serves 25,000 Aged, Blind and Disabled (ABD) members
- Serves 145,000 expansion members
- Serves 46,000 Supplemental Security Income (SSI) members
- Serves 239,000 Temporary Assistance for Needy Families (TANF) members
- Medicaid plans available statewide



Kentucky Medicare Presence



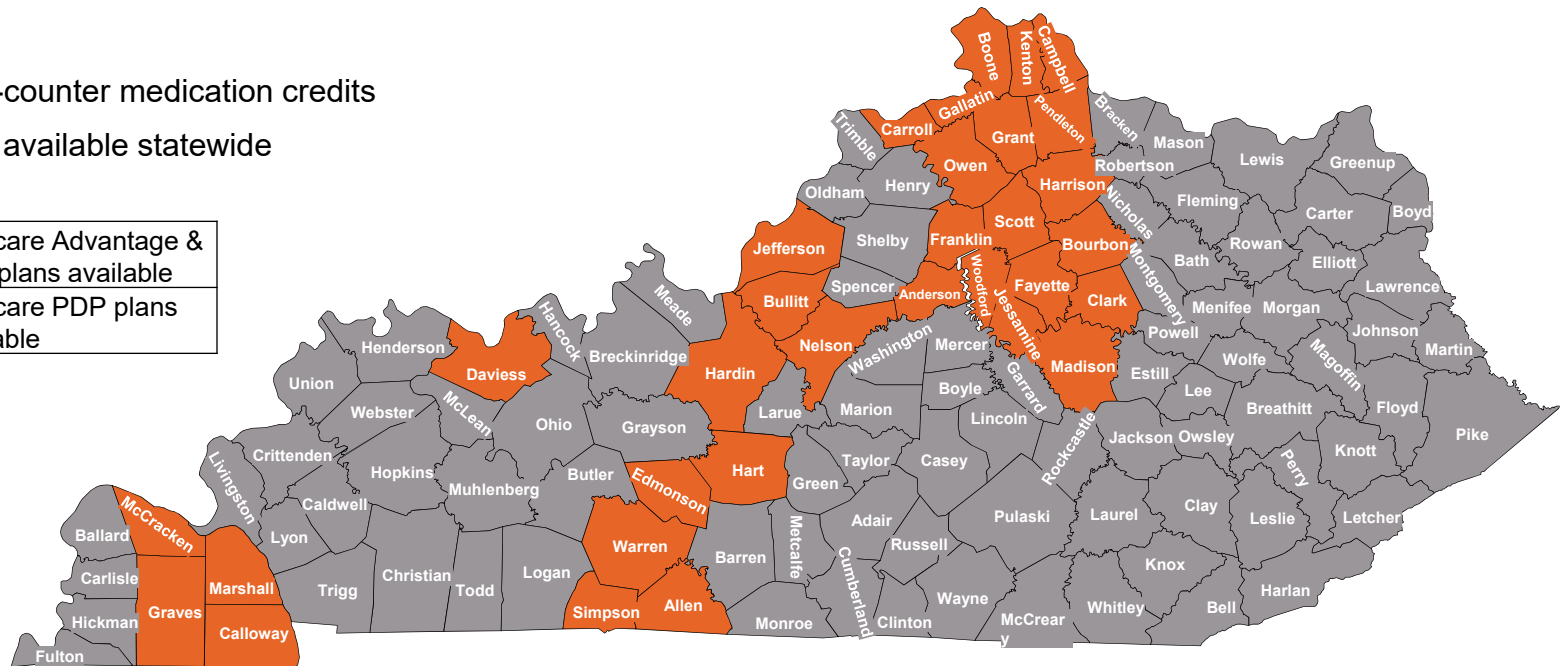
WellCare serves 35,000 Medicare members across the state.

Kentucky Medicare Presence:

- Serves 13,000 Medicare Advantage members
- Serves 22,000 Medicare PDP members
- All plans offer:
 - Preventative dental
 - Vision
 - Over-the-counter medication credits
- Medicare PDPs available statewide



	Medicare Advantage & PDP plans available
	Medicare PDP plans available



CommUnity Impact Model



Engaging Community Partners in Health



Facilitating Social Service Access and Use



Evaluating Social Services in Healthcare

CommUnity Impact Model Overview



Overview

Four distinct elements

- Web-based platform with automated tools
- Peer engagement for greater activation
- Data-informed community investing
- Rigorous academic evaluation



How It Works

Tracking Social Service Access & Use: WellCare links members and families to social services, tracks each time services are used plus consumer satisfaction

Community Engagement: Using the social service data, WellCare:

- Identifies when services are needed but not available and then mobilizes resources to (re)create the needed service;
- Forms community planning councils to expand innovative community-based programs or introduce new programs;
- Establishes CommUnity Contracts to assess impact and pilot new payment models with community partners.

Evaluation: These activities generate the data on which we evaluate the impact of social services in three ways:

- Improving health outcomes and increasing access to care
- Reducing avoidable costs by removing social barriers
- Evaluating system effectiveness leading to social innovation

Refer any WellCare member in need of a social service not in Case Management



Get connected with the right social services.

CALL

KY CommUnity Assistance Line (CAL) 1-866-775-2192

Video Relay 1-855-628-7552

- | | |
|--|---|
| <input type="checkbox"/> Transportation | <input type="checkbox"/> Homeless Services |
| <input type="checkbox"/> Food Assistance | <input type="checkbox"/> Education Assistance |
| <input type="checkbox"/> Financial Assistance
(Utility, Rent) | <input type="checkbox"/> Respite Care |
| <input type="checkbox"/> Support Groups | <input type="checkbox"/> Other |
| <input type="checkbox"/> Disability-related Services | |

CommUnity Liaison Program

Team of peer-support coordinators hired through workforce innovation programs to find and catalogue community-based programs and services:

- Team represents many diverse cultures including individuals with disabilities, seniors, caregivers, students, veterans, military families and so on
- Less than \$500 a year per person for any special accommodations
- More than 75% of CommUnity Liaisons transitioned to full-time employment
- First-hand experience in navigating social services and/or have “lived” experience

CommUnity Assistance Line:

- Launched in September 2014
- Respond to 4,739 calls per month in the first half of 2018
- Referred 14,221 people to 33,480 services in the first half of 2018



National Key Data Points



Launch – 2017

2018 YTD

Social Services Catalogued: 146, 827

Social Services Catalogued: 258,085

Social Service Referrals:

56,600 people / 188,286 services

1. 13.5% - Medication Assistance
2. 13.0% - Food Pantry / Mission
3. 11.7% - Medical Transportation
4. 9.6% - Utility Assistance
5. 8.2% - Financial Assistance

Social Service Referrals:

21,637 people / 71,082 services

1. 15.6% - Food Pantry / Mission
2. 12.7% - Medical Transportation
3. 12.6% - Medication Assistance
4. 12.0% - General Transportation
5. 6.5% - Financial Assistance

Community Health Initiatives: 858

Community Health Initiatives: 190

Network Gaps Filled: 4,290

1. 16.8% - Medical Transportation Support
2. 10.4% - Utility Assistance
3. 8.4% - Free / Reduced Dental Care
4. 7.9% - Financial Assistance
5. 6.4% - Housing

Network Gaps Filled: 673

1. 18.4% - Medical Transportation
2. 7.9% - Food Pantry
3. 7.7% - Financial Assistance
4. 7.3% - Utility Assistance
5. 5.7% - Housing Assistance

Kentucky Key Data Points



Launch – 2017

2018 YTD

Social Services Catalogued: 14,733

Social Services Catalogued: 168,827

Social Service Referrals:

13,808 people / 54,342 services

1. 20.0% - Food Pantry / Mission
2. 10.9% - Medical Transportation
3. 9.3% - General Transportation
4. 8.3% - Utility Assistance
5. 7.1% - Free / Reduced Vision Care

Social Service Referrals:

3,746 people / 21,538 services

1. 35.0% - General Transportation Support
2. 23.9% - Medical Transportation Support
3. 11.8% - Food Pantry / Mission
4. 5.4% - Homeless Service
5. 4.0% - Utility Assistance

Community Health Initiatives: 303

Community Health Initiatives: 66

Network Gaps Filled: 403

1. 13.6% - Utility Assistance
2. 13.4% - Medical Transportation
3. 8.2% - Financial Assistance
4. 8.2% - Food Pantry / Mission
5. 7.2% - Rent Assistance

Network Gaps Filled: 86

1. 18.6% - Medical Transportation Support
2. 14.0% - Utility Assistance
3. 9.3% - Drug/Substance Abuse
4. 9.3% - Mental Health – Adults
5. 7.0% - Food Pantry

CommUnity Impact Model Overview



Overview

Four distinct elements

- Web-based platform with automated tools
- Peer engagement for greater activation
- Data-informed community investing
- Rigorous academic evaluation



Outcomes

Improve Access & Outcomes

Members with a social barrier removed are:

- 1.67x more likely to have a better Adult Body Mass Index score
- 1.39x more likely to have a better medication assessment score
- 1.47x more likely to have a better Colorectal Cancer screen
- 3.79x more likely to schedule and go to their Annual PCP visit

Reduce Cost

Removing a social barrier led to an aggregated savings from reduced:

- Inpatient Spending (53%)
- Emergency Room Use (17%)
- Emergency Department Spending (26%)

CommUnity Innovation

The healthcare savings from removing social barriers is re-invested back into the community through 800+ investments designed to increase data sharing capabilities or sustain critical social services.

CommUnity Activities



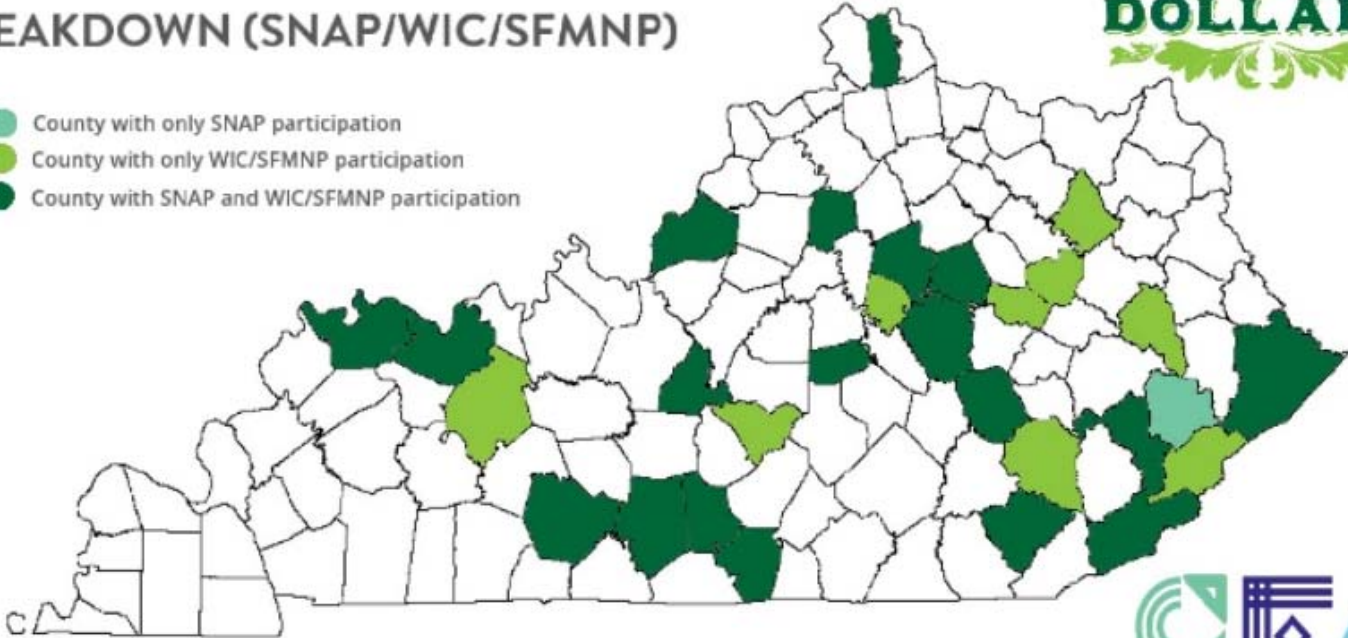
Double Dollars Support



2018 KENTUCKY DOUBLE DOLLARS BREAKDOWN (SNAP/WIC/SFMNP)

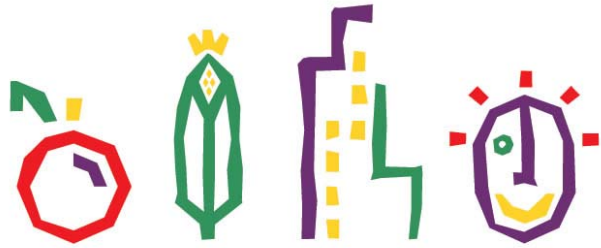


- County with only SNAP participation
- County with only WIC/SFMNP participation
- County with SNAP and WIC/SFMNP participation



36 FM's, 16 FSM's, and 2 Retail Markets

Farmers Market Support



LEXINGTON FARMERS MARKET



FARMERS MARKET

Innovative Programming Support



**COMMUNITY
FARMERS
MARKET**



FRESHRX FOR MOMS
FOR MOTHERS-TO-BE ON MEDICAID

Innovative Programming Support



COMMUNITY FARM ALLIANCE
32 Years of Change From The Ground Up!



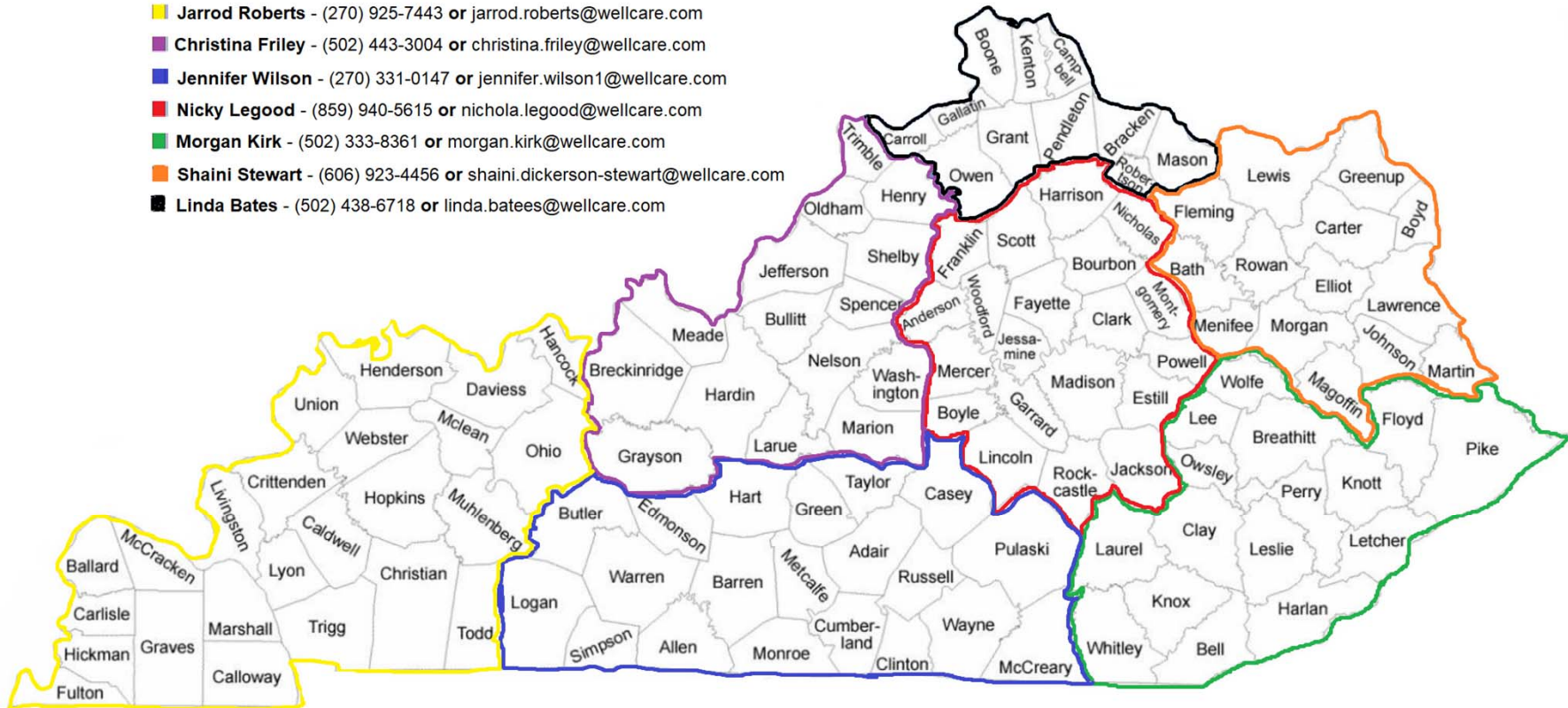
www.cfaky.org

CommUnity Impact



Your Local Community Advocate

- Jarrold Roberts** - (270) 925-7443 or jarrod.roberts@wellcare.com
- Christina Friley** - (502) 443-3004 or christina.friley@wellcare.com
- Jennifer Wilson** - (270) 331-0147 or jennifer.wilson1@wellcare.com
- Nicky Legood** - (859) 940-5615 or nichola.legood@wellcare.com
- Morgan Kirk** - (502) 333-8361 or morgan.kirk@wellcare.com
- Shaini Stewart** - (606) 923-4456 or shaini.dickerson-stewart@wellcare.com
- Linda Bates** - (502) 438-6718 or linda.batees@wellcare.com



Questions