

Humana®

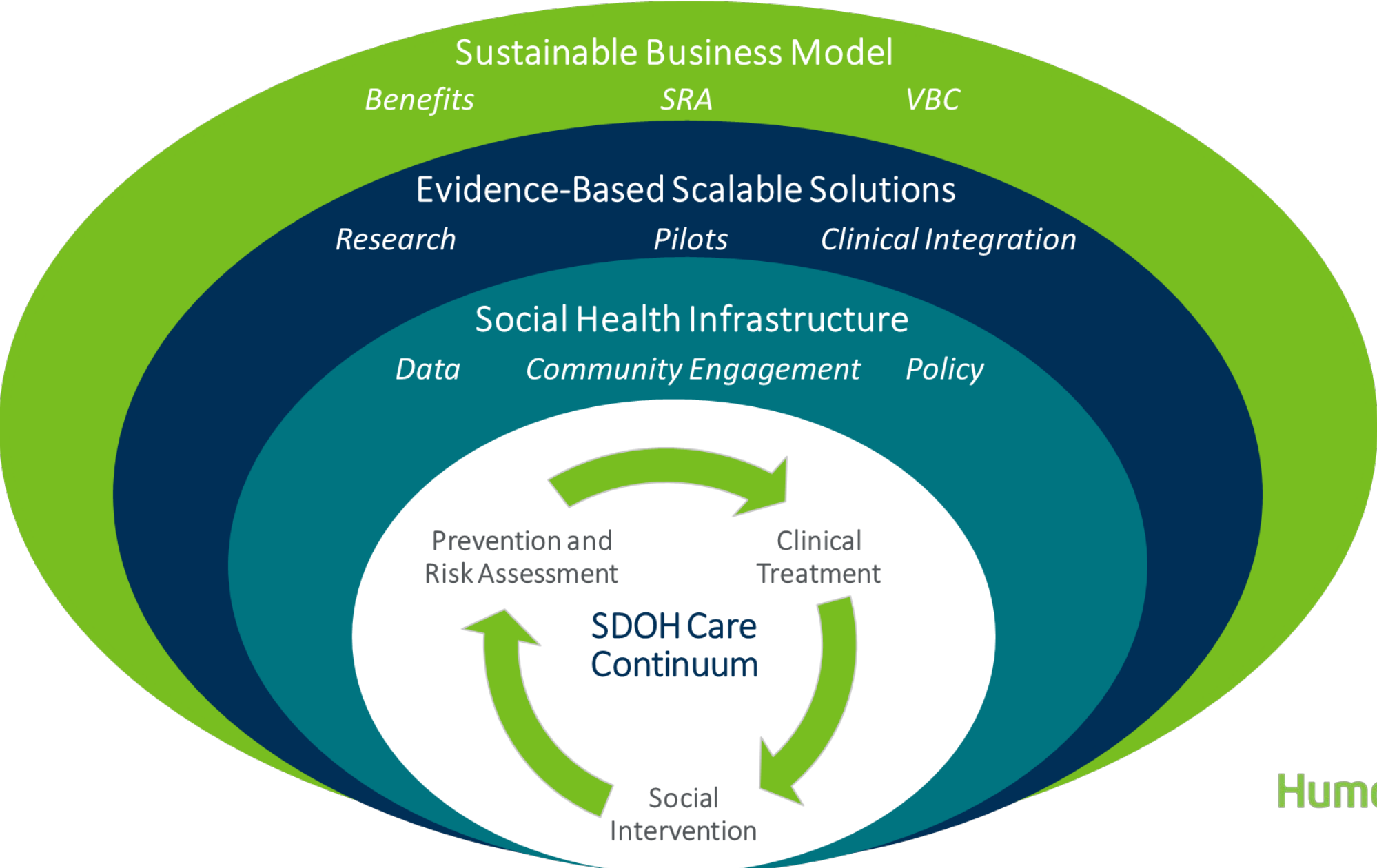
Healthcare system transformation: During and beyond COVID

Stephanie Franklin, Population Health Strategy Lead
Bold Goal and Population Health Strategy, Humana

Our Bold Goal: Improve the health of the communities we serve 20% by 2020 and beyond

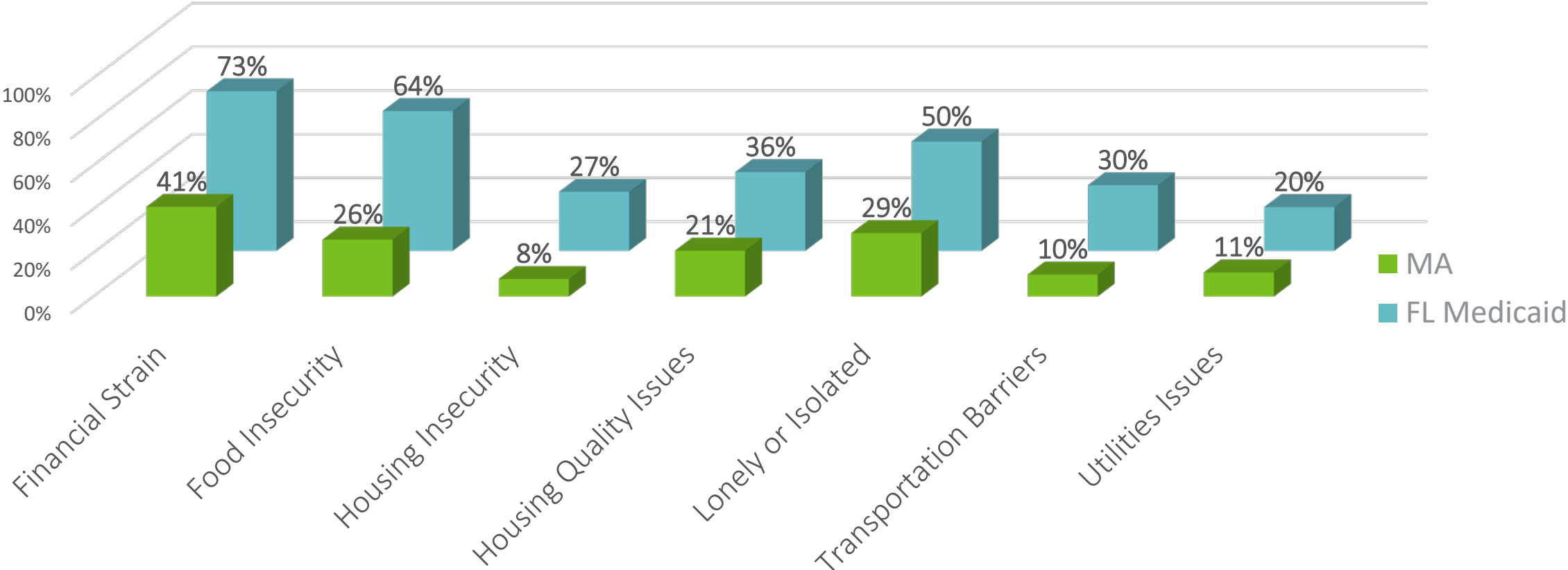


Our SDOH strategy is evolving to a sustainable business model



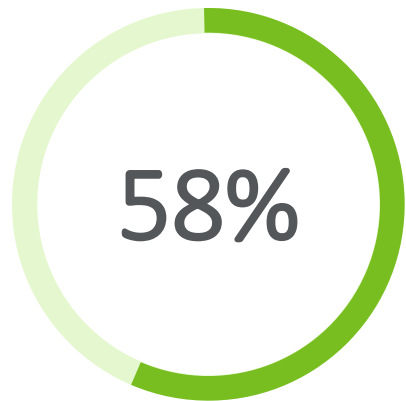
RECENT UPDATE: SDOH Insights | Social Need Prevalence

Overall prevalence of social needs of the Florida Medicaid & MA members surveyed.

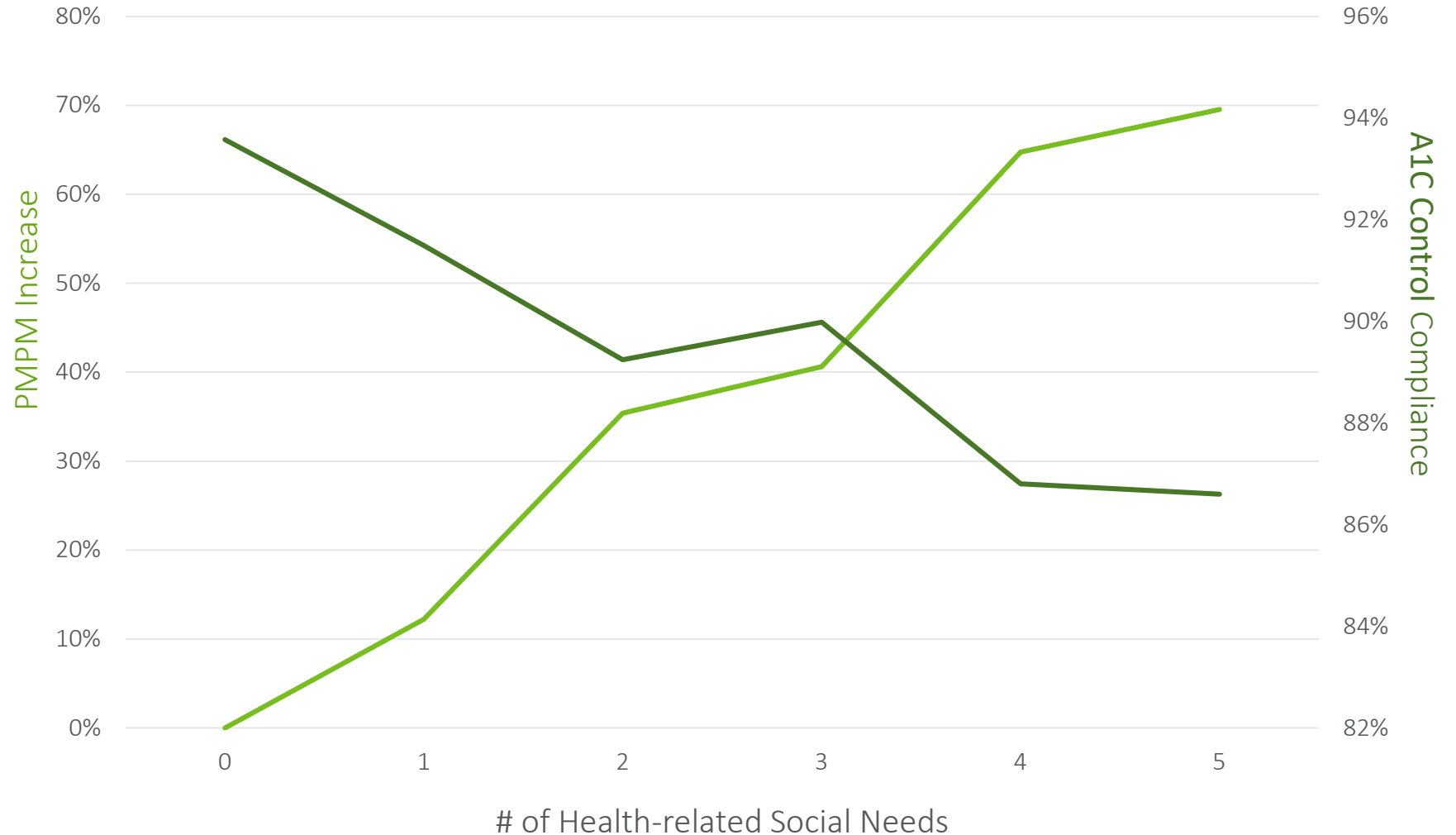


RECENT UPDATE: SDOH Insights | MA Members with Diabetes

As social needs increase, costs increase and HEDIS compliance decreases.



of diabetic MA members screened positive for one or more social needs



Humana's response to COVID-19



Reaching farther, faster



Access to Care

Care delivery shifted immediately from facilities to the home. We expanded and fast-tracked telehealth services.



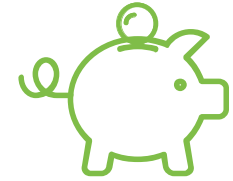
Testing & Protection

Safety is number one. With our partners, we made testing more accessible and protecting ourselves easier.



Social Determinants

Social distancing has exacerbated health-related social needs. Elevating efforts to address was critical.



Financial & Administrative

Significant steps were taken to relieve financial pressure and administrative burden for both providers and members. The focus was on care.



All powered by advanced, integrated technology

Bold Goal initiatives during COVID-19

Social isolation and loneliness

Papa

- Moved from in home visits to virtual visits
- Added shopping and grocery delivery service
- Expansion of Papa to additional populations

Friendship Line

- Partnered with the Institute on Aging on to establish a Friendship Line
- Repurposed Humana associates to receive inbound calls

Far From Alone campaign

- Campaign provides framework, tools and messaging for our partners to use to alleviate loneliness during COVID
- Designed to go beyond the pandemic and is a new way to conceptualize and message on social isolation and loneliness

Food insecurity

Basic Needs Efforts

- Our outreach calls to members include questions about food insecurity and we act quickly to get help to those who need it.
- Coordinate with national, regional and local partners to expand access to food and meal delivery and connect our members in need.
- Have supported the delivery of 949k meals

Technology

Social health Access Referral Platform (SHARP)

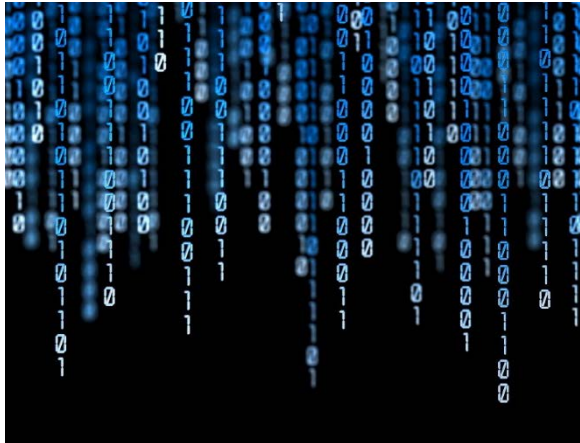
- Expediting processes and creating rapid response work streams

Establishing a
new normal



Think outside the box

It's difficult to envision the new normal for healthcare, but if we re-imagine it – beginning with the basics and working together as an industry – we will likely wind up in a better place than before the coronavirus pandemic hit.



Tackle inequity

Inequity exists related to access, coverage, health-related social needs, and basics, like food.

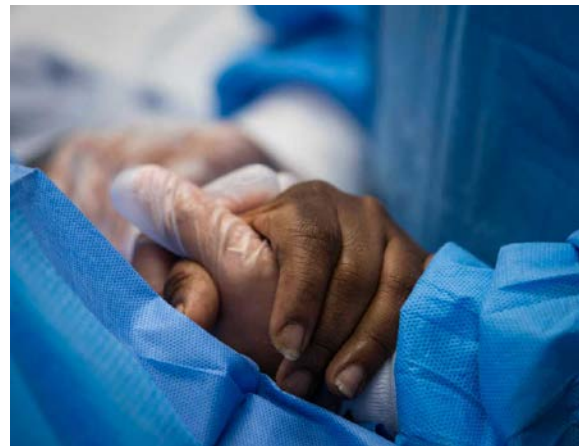


Transform pay structure

Our payment models should support our innovative care and incent value-based care.

Mine data

We need to find our most vulnerable and stratify care. Then, we have to share.



Expand partnerships

We can connect across all sectors: community, govt, private, public. We're in this together.

