A Community Approach
Local Solutions to Address the Social Determinants of Health

Kelli Tice Wells, MD
Florida Blue
What Drives Health?

Health Outcomes
- Length of Life (50%)
- Quality of Life (50%)

Health Factors
- Health Behaviors (30%)
- Clinical Care (20%)
- Social & Economic Factors (40%)
- Physical Environment (10%)

Policies & Programs
- Tobacco Use
- Diet & Exercise
- Alcohol & Drug Use
- Sexual Activity
- Access to Care
- Quality of Care
- Education
- Employment
- Income
- Family & Social Support
- Community Safety
- Air & Water Quality
- Housing & Transit

Florida Blue
Maslow’s Hierarchy of Needs

1. Self-actualization: desire to become the most that one can be
2. Esteem: respect, self-esteem, status, recognition, strength, freedom
3. Love and belonging: friendship, intimacy, family, sense of connection
4. Safety needs: personal security, employment, resources, health, property
5. Physiological needs: air, water, food, shelter, sleep, clothing, reproduction

Health Experts Trained to Drive Quality Care

Place of Delivery Team – Providing Support to Ensure Member Success
Improve health outcomes, functional capacity or quality of life in the right setting in a cost-effective manner while providing excellent customer service

REGISTERED NURSE CARE MANAGERS
- Expertly trained nursing staff delivering care management & prevention programs
- Staff provide transitions, care, disease and clinical management & coordination services with members treating provider.

MULTI DISCIPLINARY TEAM
- Our Registered Dieticians, Pharmacists and Regional Medical Directors provide support to our members and help drive effective medical management strategies

SOCIAL WORKERS
- Provide interventions and support to help members overcome barriers to care by addressing social determinants of health (SDoH)

CARE PARTNERS
- Supporting member needs such as behavioral health, home health medical equipment, advanced care planning
Florida Blue Centers

Stop by and meet your local Community Specialist.
Here to help make life easier, one day at a time.

You can trust Florida Blue’s Community Specialists to help you benefit from the latest community programs and social services, including:

- Community support resources
- Food programs
- Transportation services
- Financial assistance programs
- Life planning/advance directives
- Government programs
- Housing assistance programs
- Children & youth services
- Military & veteran services
- Health Plan Literacy
- Access to care
- Referrals to mental health facilities & programs
- Medication savings programs

Visit your nearby Florida Blue Center to speak with a Community Specialist about access to affordable health care services.
2019 Community Specialists Statewide

YTD CS consumer consultations = 5618
YTD CS Activities = 26,565

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<tr>
<th>Service Provided</th>
<th>Count</th>
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<tr>
<td>Assist with Medical Benefit</td>
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<td>Access to Physicians/Care</td>
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<td>Referral from Sanitas/Co-locate</td>
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- Total Estimated Savings YTD = $5,034,579
- Total Community Engagements YTD = 628
Florida Blue Foundation
Helping People and Communities Achieve Better Health

The Florida Blue Foundation supports our Corporate Social Responsibility strategy, which strives for food security, health equity and mental well-being of our communities, members and employees in the state of Florida.
HealthStreet: A Community Health Worker Model of Excellence

By: Linda B. Cottler, PhD, MPH, Associate Dean for Research, College of Public Health and Health Professions, University of Florida

Transportation is a major barrier to health care access, especially among older adults. The Department of Epidemiology at the University of Florida is addressing this issue in Union and Putnam Counties, thanks to a grant from Florida Blue Foundation.

The effort is aimed at helping adults who have transportation challenges to get their medical appointments through the HealthStreet program and the use of community health workers (CHWs). HealthStreet is an innovative community engagement program at the University of Florida that bridges the gaps in health care and health research.

The CHW model has its fingers on the pulse of the health of a community. Through the use of a health needs assessment, HealthStreet CHWs gather health histories, concerns, conditions and research perceptions from community members. By using this information, CHWs provide direct referrals to community members for medical and social services and opportunities to participate in health research.

Linda R., a community member from Union County said, "I used to leave several hours early to go to appointments to make sure I made them on time when using public transit. The transportation services offered by HealthStreet have made it to my doctor's office more accessible and convenient."

Since April 2016, HealthStreet CHWs provided 250 referrals to medical and social services to 95 community members in the two counties. Since September 2016, CHWs provided 19 transportations to medical appointments for six community members who expressed transportation challenges as a reason for not receiving care. One of those community members from Union County Sheila O., recently became unable to drive. "HealthStreet has really helped me make all of my appointments," Sheila said.

HealthStreet Community Health Workers play an important role in building trust with the communities they serve. It is this trust that allows them to act as empowerment agents and partners in health-empowering people to be knowledgeable about local resources and acting as a source of support to meet people where they are.

Our clients agree that transportation can make all the difference when it comes to people’s health.
SUMMARY