

Our *communities*. Our *commitment*.



**buckeye
health plan**[®]
Your Guide to Better Health[™]

2022 Community
Impact Report



Purpose: Transform the health of the community, one person at a time

Our Shared Values: Compassion, Connection, Authenticity and Accountability

Brian D.

Buckeye Member since 2019

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Peyton's Story

Peyton D.

Buckeye Member since 2017



I was able to get the care I needed at home, at my fingertips. Because of Buckeye, I know that my family and I are well cared for.

Buckeye Care Manager Kendra connected Peyton to Buckeye's Start Smart for Your Baby® program, WellFrame app and other care management tools and services needed to have a healthy full-term pregnancy. Through medication and appointment reminders, frequent checks via a digital blood pressure cuff and tablet, and home healthcare services, Peyton could better manage her pregnancy and spend time with her family doing the things she loves.



To learn more about Peyton and other Buckeye members' stories, **scan the QR code here or visit bit.ly/PeytonMS**

Message from the CEO

Buckeye Friends,

Here's to the problem solvers – those who step up and lean-in whenever and wherever there is need.

At Buckeye, we Lead with Heart and support local problem solvers with compassion, connection, authenticity and accountability. We ask, “what do you need?” rather than say, “this is what we have for you.” We wholeheartedly believe there is no one-size solution that fits all needs.

We spend time developing relationships with local community leaders and organizations. At quarterly meetings in each area of the state, we gather problem solvers together. We share a meal and a conversation about what is needed, what is working, what is changing and how we can help.

Then we roll up our sleeves and help.

Helping others is our calling, our mission, our passion – and fortunately, it's part of our day-to-day work. We know that healthcare is people care and that a healthy mind, body and spirit require a healthy environment in which to live, learn and grow. That's why we invest in our communities – the places that make Ohio a great place to live, work, play and raise a family.

These pages highlight some of our community-based work in 2022. Thank you for your interest in what we do and who we are as a company and as individuals. Please let us know how we can help in your community.

Respectfully,



Steve Province
President and CEO
Buckeye Health Plan



Expanding **access to healthcare**

At Buckeye, we believe every Ohioan should have access to quality healthcare and services close to home. That's why we've developed innovative partnerships with local and national organizations who share our purpose.

Expanding Innovative Healthcare in Southeast Ohio

In 2022, Buckeye partnered with the Ohio University (OU) Heritage College of Osteopathic Medicine to expand knowledge and resources in the rural Southeast Ohio medical community through Ohio University's Family Navigators and the Weitzman Institute's Project Extension for Community Health Outcomes (ECHO) programs.

Family Navigators Provide Hope and Resources for Vulnerable Families

To increase healthy birth outcomes, OU's Family Navigator program employs full-time nurse navigators and a manager to help pregnant and postpartum women access medical and social services. The navigators:



Connect families with a provider, monitor the pregnancy and educate mom about infant development, breastfeeding and the risks of smoking/drug addiction.



Refer families to community resources to meet social needs like food, housing, transportation, childcare and other supports.

Since 2021, there has been a **40 percent increase** in the number of women served by the Family Navigator program, and it has expanded to Athens, Jackson, Vinton, Washington and Morgan counties.

My Family Navigator guided me in the right direction to be a better parent.



- Family Navigator participant



Project ECHO Uses Technology to Deliver Specialized Medical Training

Project ECHO, in partnership with the Weitzman Institute, is a learning program that connects and helps local healthcare providers share their expertise and services with medical specialists in Ohio's rural and underserved communities. One participant said, **"The experience helped me gain perspective and better understand what my patient was going through and what she's able to do to help herself."**

To date, Project ECHO learning sessions have focused on diabetes and healthy weight management, substance use disorder (SUD) and women's health. The collaboration will continue through 2025, bringing nine Project ECHO programs to providers across Ohio.

More than 73 learning sessions have been held, providing specialized training to **more than 300 participants**



Check out this video to learn more about the partnership. Scan the QR code to the left or visit bit.ly/OUPartnership





More than 290,000 adult members
received at least one COVID-19 vaccination in 2022

9 Spring Break vaccination events
were held, **vaccinating 30 children**

Expanding access to healthcare

Vax On The Spot Increases COVID-19 Vaccination Rates

To vaccinate thousands of Ohio Medicaid and MyCare members against the COVID-19 virus, Buckeye joined with the State of Ohio and other managed care plans to create and implement the highly successful Vax on the Spot campaign.

This grassroots initiative encouraged members to get vaccinated “on the spot” at a convenient location. The campaign included special communications and hundreds of local vaccination events held in partnership with local organizations, churches, providers, pharmacists and retailers.

To combat the virus spreading among children, the Vax on the Spot team expanded its efforts in 2022. They partnered with Walgreens to host “Community Day” events that aligned with public school Spring Break schedules. At each event, children and families received free food, fun prizes and incentives for getting their first vaccination.



To learn more about the Vax on the Spot campaign and its success,
scan the QR code to the left or visit bit.ly/VaxonTheSpotCV

Walgreens Health Corners Bring Healthcare Close to Home

In 2022, Buckeye partnered with the second-largest pharmacy retailer in the U.S. to increase access to quality healthcare locally in low-income neighborhoods. Buckeye and Walgreens launched five new Walgreens Health Corner™ locations in northeast Ohio.

Each space inside the select Walgreens stores offers preventative care, health screenings and continuous access to health advisors via a dedicated registered nurse or pharmacist. Walk-ins and appointments are welcome, and select services are offered telephonically. Buckeye members have access to services like:

- Screening for high blood pressure or diabetes
- Important immunizations
- Completing a health risk assessment
- Scheduling a mammogram
- Setting up digital medical devices to monitor their conditions at no cost to them

2,000 Buckeye members visited Walgreens Health Corners in the first 90 days, with **2,800 health services** completed

Buckeye HealthConnect Mobile Unit Brings Clinical Services to Vulnerable Neighborhoods

Our Mobile Unit traveled across central and southwest Ohio to support health events and initiatives.

Buckeye's clinical team provided services such as:

- Flu and COVID vaccinations and booster shots
- Free screenings for blood pressure, BMI and HbA1c
- Health risk assessments



*Healthcare is inherently local. Our collaboration with Buckeye will allow us to **tailor our health services based on the needs of the Medicaid members and communities we serve.** These services **reduce gaps** between recommended best practices for a patient's care and the care that's actually provided, as well as **improve care management and coordination through access to more affordable and convenient services where Buckeye members live.***

John Driscoll

Walgreens Executive Vice President and President of Walgreens Boots Alliance's U.S. Healthcare segment

Supporting members’ unique social needs

Buckeye puts our members at the center of everything we do. **In 2022, more than 3,500 members enrolled in Buckeye’s care management program** to receive personalized support for their unique needs. Buckeye care managers help members manage chronic conditions and avoid unnecessary trips to the emergency room, hospital or other healthcare facilities. To further enhance our members’ health and well-being, Buckeye launched our Social Determinants of Health (SDOH) Care Coordination and Care Guide programs.

Health Equity Coordinators

This network of community-based agencies provides value-added benefits and delivers social services to meet member needs. **In the first year, the team completed 153,242 unique SDOH screenings that determined:**



12% of members screened had a food insecurity



14% were housing insecure



5% were utility insecure



14% said that transportation was a challenge

Buckeye helped member Tamira C. find affordable housing. The member contacted the landlord, viewed and obtained a safe, healthy home the same day!

Shannon S.,
Buckeye Care Manager





Care Guides

Buckeye's care guides expand access to care by making it easier to get and stay healthy. They connect members with primary care providers, address issues with pharmacy claims, address transportation concerns, offer referrals to resources and help close care gaps.

More than 36 Care Guides support Buckeye members across Ohio.

To learn more about Care Guides scan the QR code to the right or visit bit.ly/CCBuckeye



Closing Care Gaps

The effects of the COVID-19 pandemic and missed healthcare appointments continued into 2022, significantly impacting members' health. In 2022, we created targeted health education campaigns to encourage Ohioans to put their health first.

Kacey M.

Buckeye Member since 2021

Asthma Prevention Saves Lives

We developed a care management asthma prevention program to equip Buckeye associates with tools and resources to help members get the care and support they need to control their condition. Our Buckeye Healthy Homes evidence-based assistance program aims to decrease asthma-related emergencies by:

- Providing equipment, peer-to-peer coaching and referrals to resources
- Addressing housing concerns
- Removing asthma triggers

Did you know?



Most people with asthma don't use their inhalers correctly



Some health conditions make asthma worse



Annual healthcare expenses for children with asthma are nearly 2.5 times more than for children without asthma

To learn more about asthma scan the QR code to the right or visit bit.ly/AsthmaBuckeye



Supporting members' unique healthcare needs

Health Education Closes Care Gaps

Buckeye noticed significant gaps in the number of Medicaid members who saw the doctor in the past year to manage their conditions or get preventative screenings. We developed special campaigns to encourage members to get caught up on essential visits and understand the importance of keeping their conditions in check.

Members with missing care gaps received personal communications from Buckeye explaining the risk of waiting and the reward for putting their health first.

231,723 care gaps were closed among Medicaid members. Campaigns closed care gaps for:

- Cervical cancer screening
- Dental appointments
- Diabetes screening and management
- Childhood immunizations
- Breast cancer screening
- Annual child and adult well visits
- Notification of pregnancy

Buckeye members earned My Health Pays[®] reward dollars for completing preventative health screenings and annual well checks.

368,946 rewards given for completed health tasks, totaling **\$18,226,603**



Our Medical Directors Dr. Brad Lucas and Dr. Peter Kambelos spoke with local TV stations on various timely health topics including:



Heart health during American Heart Month



Annual well child visits and immunizations before heading back to school



Diabetes management and prevention during National Diabetes Awareness Month



Dental care and staying up to date on appointments



Flu prevention

To check out our doctors in the news, scan the QR code to the right or visit the Buckeye Newsroom at bit.ly/BNewsroom



Changing lives, **together**

At Buckeye, we strive to make immediate impacts and create lasting change. That's why we are honored to contribute our time, talent and financial resources to partner with community organizations making significant grassroots impacts.

Keeping The Community Safe During Unexpected Power Outage

When residents across the state lost power for several hot summer days in June, our medical management team took action to ensure members were safe and had resources to stay healthy.

The team reached out to more than 34,000 at-risk members in Central Ohio to address health, safety and welfare concerns. Buckeye's Mobile Unit delivered water, food and other supplies as needed.

Food-insecure members received fresh food from Buckeye's Mobile Unit, in partnership with Local Matters



Jessica M.

Buckeye Member since 2007

Changing lives, **together**

Buckeye Gives Back During Annual Campaign and Volunteer Week

In 2022, **80 percent of Team Buckeye** donated to the United Way as part of our annual giving campaign, totaling **\$95,525 in donations!**

After making record strides in giving, we decided to do even more. Buckeye hosted its first Staff Volunteer Week to assist local community food distribution hubs/banks in addressing food insecurity.

2022 Volunteer Week partners included:

- The Second Harvest Food Bank in Springfield
- Mid-Ohio Food Collective in Columbus
- Matthew 25: Ministries in Cincinnati
- Connecting Kids to Meals in Toledo
- OPEN M Food Pantry in Akron

More than 65 associates volunteered to support 5 food distribution locations across the state



To watch Team Buckeye in action during Volunteer Week, scan the QR code to the left or visit bit.ly/2022BVW

Buckeye Grant Program

In 2022, Buckeye's Partnership Grant Program supplied funding to nine organizations directly serving Ohio's most vulnerable populations with the goal to improve their clients' health and well-being.

To learn more about our grant program, [scan the QR code to the right](#) or go to bit.ly/BuckeyePGP



The Brigid's Path Baby Pantry Program

provided needed items for families while encouraging them to participate in support groups, family nights and parenting courses to improve newborn babies' and mothers' overall health after being impacted by addiction.

Femergy® GHRO Your Future Program

served 400 girls in need with social-emotional and educational support, resources, tools and skills.

CityLink Center

expanded its Catalyst Employment Training Program and equipped 100 clients with the tools, knowledge and resources necessary for long-term employment.

The Ronald McDonald House Charities of Central Ohio's Care Mobile Program

helped nearly 800 children throughout central and southeastern Ohio access primary pediatric care, immunizations, hearing/vision screenings and more.

Rocking Horse Community Health Center's Purple Apron

diabetes and nutrition education program reduced Medicaid patients' A1C levels and addressed other underlying nutrition-related health concerns by improving diabetes self-management.

The Community Action Agency of Cincinnati/ Hamilton County

helped 40 Hamilton county residents earn their Dental Assistant Certification and Dental Radiology License by removing barriers like tuition, transportation, child care and more.

Friendship Missionary Baptist Church

Health and Wellness Initiative provided 2,000 individuals with quality healthcare and social services to maintain food security, health equity and economic stability.

Dohn Community High School's Keeping Teen Moms in School program

provided 66 teen moms with health education and resources to learn the basics of taking care of their baby on their own.

Towards Employment

provided 571 individuals with complete career readiness training, including financial literacy, soft skills, job search skills, life skill components and personal career mapping that led to credentialed training or direct job placements in Cuyahoga county.

Changing lives, **together**



Buckeye Fresh! Increases Access to Healthy Food

For the fifth year, Buckeye partnered with Produce Perks Midwest to expand awareness of the importance of good nutrition and access to fresh, healthy produce across Ohio. In 2022, we hosted a total of 12 Buckeye Fresh! farmers' market events in:

- Athens
- Columbus
- Cincinnati
- Kent
- Cleveland
- Toledo







Buckeye Fresh! by the numbers

- **Tripled** Buckeye voucher redemption since the start of the program in 2018
- **1,254 members** received Buckeye vouchers
- **\$9,254** redeemed for fresh produce
- **146** new Produce Perks users
- **\$61,920 distributed to 258 families** enrolled in the Temporary Assistance for Needy Families (TANF) program



Buckeye members attending the events received:

-  A **free "Buckeye Buck"** for member children to purchase a healthy snack
-  **\$10 voucher** to purchase fresh fruit and vegetables
-  Entertainment and giveaways, including a chance to win a **\$75 gift card** to the market, reusable bags and nutrition education
-  Access to **two Produce Perks programs** for additional healthy food:
 - **\$1 for \$1 match** up to \$25 for SNAP/EBT shoppers
 - **\$240 in coupons** for families with minor children through the TANF program

Scan the QR code to the right or visit BuckeyeHealthPlan.com/BuckeyeFresh to learn more.






Summit County Members Receive Produce at Home

Cost and transportation are the most common barriers members face when accessing healthy food. We were proud to partner with Summit Food Coalition, Akron Canton Regional Food Bank and DoorDash to deliver fresh food to Summit County members. Buckeye families received **deliveries of fresh produce directly to their doors.**

Families participated in the program across **17 ZIP codes**

2,000 lbs of fresh produce were delivered



I appreciated the kind gesture regarding the fresh vegetables. It made a big difference in my nutritional choices and was very helpful to me and my family. - Program participant 

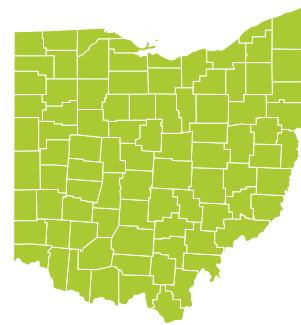
The healthcare plan Ohio needs

The quality they deserve

Medicaid

Buckeye provides coverage to qualified adults and children, eligible-aged blind and disabled persons and children within the foster care program. Potential members enroll through the Ohio Department of Medicaid and are required to renew their benefits annually.

Available in all 88 Ohio counties.



Visit bit.ly/BHPMedicaidMap or scan the QR code to the right for more information.



I love Buckeye because it gives me and my family peace of mind. Because of Buckeye, I can live worry free. I can go to the doctor's, worry free. Dentist, worry free. And I can also go to the eye doctor, worry free.

Asia D.

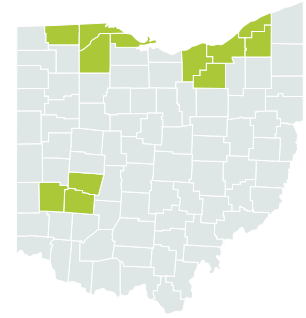
Buckeye Member since 2017



Combined Medicare and Medicaid

MyCare Ohio is a dual-eligible program that offers both Medicare and Ohio Medicaid in 12 counties. Qualified enrollees of the Medicare-Medicaid Plan receive healthcare benefits of both programs from a single health plan.

MyCareOhio
Connecting Medicare + Medicaid



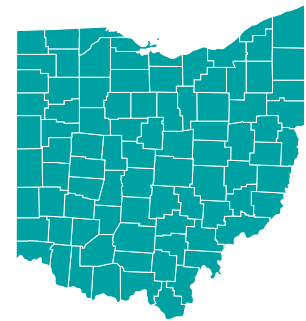
Visit bit.ly/BHPMyCareMap or scan the QR code to the right for more information.



Wellcare (Medicare)

We offer a variety of Medicare Advantage plans across all 88-counties.

wellcare



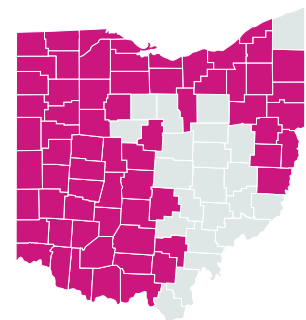
Visit bit.ly/BHPWellcareMap or scan the QR code to the right for more information.



Ambetter (Marketplace)

Ambetter is a qualified health plan on the Ohio Health Insurance Marketplace Exchange, available in 66 counties. Member plan options and costs vary based on premium payments versus out-of-pocket expenses. Subsidies are dependent on income level.

ambetter.



Visit bit.ly/BHPAmbetterMap or scan the QR code to the right for more information.





Denise J.

Buckeye Member since 2014



*If it wasn't for Buckeye,
I can honestly say
I don't think my children
would be as healthy
as they are today.
My daughters have
had some significant
health challenges,
and I really feel like
Buckeye has been there
every step of the way.*