



Community

Impact

Report

2023

*Transforming  
the health of the  
communities we serve,  
one person at a time.*



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## Our Commitment

Since 2006, Peach State Health Plan a Care Management Organization has continued to fulfill its commitment to provide high quality solutions for our members' healthcare needs. This long-held dedication to the lives of children, families, older adults, people with disabilities and others is encapsulated in our purpose:

**Transforming the health of the community, one person at a time.**

## CEO's Welcome



Welcome to our 2023 Community Impact Report. This report is well beyond a compilation of statistics and achievements; it is a testament to the collaborative spirit that defines us. Together, we have embraced opportunities, faced challenges and worked tirelessly to improve the lives of those we serve. As you delve into this report, I invite you to celebrate the contributions we have made in the community.

Our success is intricately linked to the well-being of the communities we serve. This report showcases the dedication of our team and the lasting impact of our programs. It is a reminder that through innovation, compassion and collaboration, we can create positive change that ripples through the fabric of our community.

As we celebrate the achievements highlighted in this report, we look forward to the opportunities that lie ahead. Together, we will navigate the path to a healthier and brighter future for all.

### Wade A. Rakes

President & CEO, Peach State Health Plan

## Our Beliefs

- Treat the whole person
- Treat people with kindness, dignity and respect
- Remove barriers to better health
- Local partnerships enable meaningful healthcare
- Healthier individuals create more vibrant communities

## Executive Leadership Team



### Laquanda Brooks

Senior Vice President, Population Health & Clinical Operations



### James A. Richardson, MD

Chief Medical Director



### Jason Skipper

Vice President, Government Relations & Business Development



### Robert J. Friedrichs

Plan Chief, Financial Officer



### Annette L. Zerbe

Vice President, Compliance

# Board of Directors

## Wade Rakes

Chairman; President and Chief Executive Officer, Peach State Health Plan

## Joel Samson

Board Member; Regional General Counsel, Centene Corporation

## David M. Williams, MD

Board Member; President & Chief Executive Officer, Southside Medical Center

## Duane A. Kavka

Board Member; Executive Director, Georgia Association for Primary Health Care, Inc. (GAPHC)

## Michael W. Brooks, MD

Board Member; President and Chief Executive Officer, Family Health Centers of Georgia

## Gwelda Swilley

Board Member; Senior Consultant, AndCo Consulting

## Roland “Champ” Bailey

Board Member; Pro Football Hall of Famer, NFL; Chief Diversity Officer, Trulieve Georgia; Bailey Companies & Investments, Inc.

## Cheryl Franklin, MD

Board Member; Physician and Professor, Morehouse School of Medicine

## Terry England

Board Member; Chief of Staff, Georgia House of Representatives

# Innovative Healthcare Solutions Peach State Health Plan Products



## Medicaid

Medicaid is a program for low-income families and individuals. Peach State Health Plan offers this program through Georgia Families<sup>®</sup>. Georgia Families<sup>®</sup> delivers health care services to Medicaid and PeachCare for Kids<sup>®</sup> members. The program is a partnership between the Georgia Department of Community Health (DCH) and private care management organizations (CMOs).



## Ambetter from Peach State Health Plan

Ambetter from Peach State Health Plan is a Health Insurance Marketplace product. The Health Insurance Marketplace (HIM) provides a way for the uninsured to find health plan options. Peach State Health Plan provides coverage options for the HIM through Ambetter from Peach State Health Plan.



## Wellcare

Wellcare has offered a range of Medicare products, including Medicare Advantage and Medicare Prescription Drug Plans (PDP), which offer affordable coverage beyond Original Medicare.

# At a Glance

## Our Pillars



Services Offered | Medicaid, PeachCare for Kids<sup>®</sup> and Planning for Healthy Babies<sup>®</sup>, Georgia Pathways to Coverage | Health Insurance Marketplace, Medicare Advantage

First Year of Operations | 2006

Number of Providers | Over 30,000

Number of Hospitals | Over 200

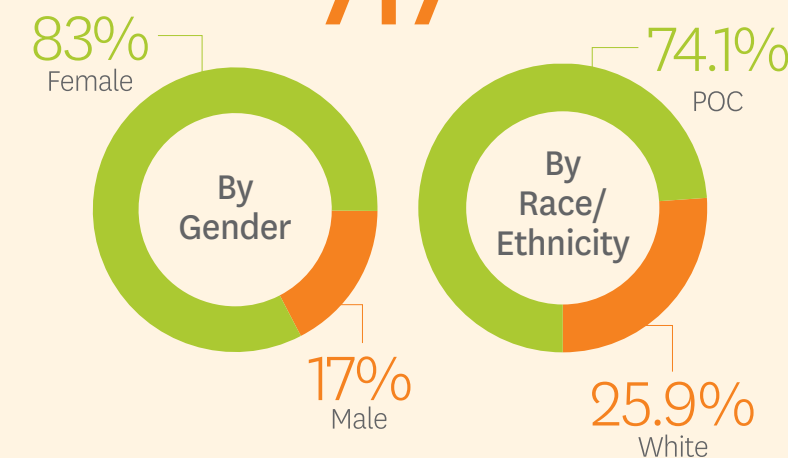
Number of Members | Over 1.4 million

Number of Counties Served | 159



## Full-time Workforce

717



## Diversity, Equity & Inclusion

Peach State Health Plan is dedicated to fostering diversity, equity and inclusion (DEI) within its organization. One of the key initiatives in this commitment is the establishment of the DEI Council at the enterprise level. This council, made up of employees from various departments and backgrounds, plays a pivotal role in shaping and implementing strategies to promote diversity and inclusivity across all facets of Peach State Health Plan’s operations.

## CENTENE<sup>®</sup> Awards and Recognitions

- Centene, Peach State’s Health Plan parent company, was recognized for the second consecutive year in Fortune’s “Best Workplaces in Health Care™ 2023”
- Centene was named as one of Newsweek’s “America’s Greatest Workplaces 2023”
- Named DiversityInc’s Top 50 Companies for Diversity

# Peach State Health Plan in the Community

In 2023, Peach State Health Plan fervently pursued its mission to support and guide Georgians on their individual health journeys through a dynamic blend of community events, health and resource fairs, strategic partnerships, and employee volunteerism. Our commitment extended across all six of the Department of Community Health (DCH) regions in the state, where we organized, sponsored, and actively participated in diverse events. These engagements encompassed virtual gatherings, indoor activities, outdoor initiatives and convenient drive-through setups, reflecting our dedication to fostering community well-being in versatile and accessible ways.



**Community Events:**  
**825**

**Event Attendance:**  
**120,963**

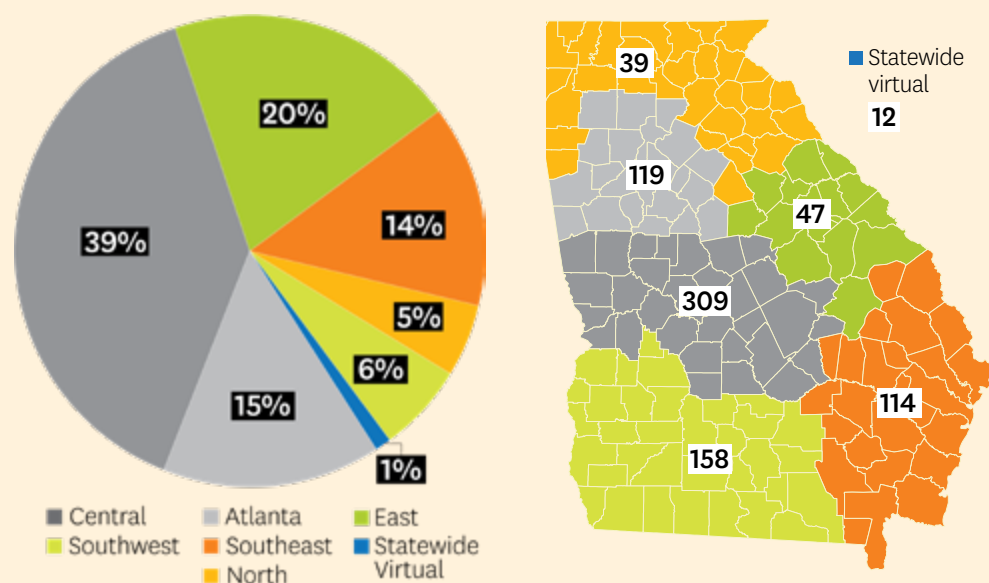
**Member Impact:**  
**12,708**

**Health & Resource Fairs :**  
**72**

**Event Attendance:**  
**14,867**

**Member Impact:**  
**1,868**

2023 Events by Region



## 2023 Charitable Contributions By the Numbers

**Diapers:**  
**19,980**



**Employee contributions:**  
**\$47,000**

**Disaster Relief Kits:**  
**4,500+**

**College scholarships:**  
**\$90,000**

**Breast Pumps:**  
**2,000+**

**Aunt Flow (Feminine Products):**  
**\$2,100**



**Dorm room supplies:**  
**\$6,900**

**Member Assistance Touches:**  
**3,000+**

## Enhancing the Healthcare Experience Value-Added Benefits (VABs)

We live by our mantra of transforming the health of the communities we serve, one person at a time. We offer more than just the basics at Peach State Health Plan. We provide extra benefits – completely free – to our members through educational support and programs focusing on healthy moms and babies, healthy adults, and healthy and active children. We also provide dental, vision and pharmacy benefits.

Some of our VABs and the impact during 2023:



### Baby Showers

The Community Health Services team organized 14 baby showers throughout the year reaching 385 members. These showers had a dual purpose: to support expectant mothers with their care needs and to educate attendees about prenatal care, preterm delivery symptoms, postpartum visits, nutrition, and newborn care. Additionally, our community partners were on hand to share information about programs and services within their communities. These baby showers seamlessly blended traditional elements like gifts and games with the invaluable opportunity for education.

“ I have had a great experience; everyone is very knowledgeable and encouraging. All the representatives are always ready to provide helpful resources and make me feel cared for.

**S. Farley**  
Baby Shower event



### Post-Secondary Education and Training Scholarships

Peach State Health Plan understands that knowledge is key to being successful. More knowledge leads to greater opportunities for individuals to achieve better outcomes in healthcare and personal growth.

Each year, eligible Peach State Health Plan members have an opportunity to apply for a chance to receive a scholarship to support further education or work and vocational training post high school. Members are asked to submit a 500-word essay in response to a prompt. In 2023, students were asked to: Share your story. Choose a person in your life who has inspired or changed your life. Describe how this person has motivated you to apply for this scholarship.

Nine students' essays were selected by a panel of esteemed education leaders from throughout the state. Each student earned a \$10,000 scholarship from Peach State Health Plan to provide academic support and education resources and, most importantly, to address academic barriers within the education system.

Peach State Health Plan leadership presented each of the following students with a check to celebrate their achievement and their future endeavors:

- Torey Bynum, University of Alabama
- Anayah Cater, Savannah State University
- Caroline Choi, Kennesaw State University
- Cheyenne Clayton, Kennesaw State University
- Sean McMeans, University of Georgia
- Jelissa Mercer, Mercer University
- Zoe Smith, Georgia State University
- Olivia Thomas, Dalton State College
- Jeremy Sturgeon-Young, Rutgers State University

Peach State Health Plan also awarded \$6,900 in gift cards to 23 members who were incoming college freshmen to assist with dorm room supplies.

## Enhancing the Healthcare Experience *Value-Added Benefits (VABs)*



### **New Mommy Store**

Peach State Health Plan believes that a healthy pregnancy begins with excellent prenatal care, a smooth delivery and consistent, essential postpartum visits. That's why we designed our New Mommy Store to specifically help eligible members on every step of their pregnancy journey.

When members complete prenatal and postpartum visits, they can receive exclusive items like a new stroller, diapers, a reliable car seat, and so much more. Peach State Health Plan's support of new mothers extends to the breastfeeding journey. Through our partnership with Aeroflow Breast Pumps, eligible members can access a selection of top-quality breast pumps for free!

In 2023, we proudly assisted 108 new moms and provided 2,171 breast pumps to eligible members. We continue to encourage members to consider the benefits of breastfeeding by creating a rewarding experience for both mom and baby.

### **Healthy Adults**

Peach State Health Plan knows the importance of extra benefits for our members, especially during the holiday season. In 2023, Peach State Health Plan approved more than 1,600 requests for our free Sam's Club membership VAB – providing families in need with access to critical supplies and resources. We saw an additional increase of 1,400+ inquiries for our adult VABs which include our Mom's Meals home-delivered meals program, gym memberships and hypoallergenic bedding to help eligible members with asthma.

## Story of Resilience *Member Spotlight*



“  
*This is Peach State Health Plan! I can't believe that you guys would come out and check on me. Cindy, "you are an angel."*

**Lawrence Latimer,**  
Peach State Health Plan Member

### **Compassionate Support for Members in Times of Need**

Meet Lawrence Latimer, a resilient 50-year-old Peach State Health Plan member facing unforeseen challenges.

While attending his 10-year-old son's football game, he took a fall down an embankment, resulting in a fractured tibial plate and a significant injury to his left knee. Initial care, including surgery, set him on the path to recovery, but life took an unexpected turn when he was evicted while still admitted to the hospital.

Amidst this adversity, Peach State Health Plan stepped in to provide essential support. Finding himself living in his car, Lawrence lacked basic necessities. Our dedicated

team of social workers and care managers intervened, discovering his diabetic condition and the hurdles he was facing. Despite the hardships, his spirit remained resilient, and Peach State Health Plan took immediate action.

We assisted Lawrence in securing food and gas, addressing his immediate needs. Beyond that, our relentless efforts led to the approval of funding for apartment checks, securing him a place to live.

Lawrence's story reflects the strength of the human spirit, and Peach State Health Plan remains committed to supporting our members on their journey to brighter days.

## Ensuring Continued Coverage

Helping Members prepare for eligibility.

### Redetermination

Medicaid redetermination is a crucial step in ensuring that our valued members maintain continuous access to health coverage. Traditionally, this is an annual process, but amid the challenges posed by the COVID-19 pandemic, the federal government extended support. Medicaid members, including Georgia Medicaid and PeachCare for Kids, have enjoyed uninterrupted coverage without the need for annual renewals for the past three years. Our commitment as a health plan is to ensure members

experience no gaps in their health coverage.

As of April 1, 2023, Georgia resumed the redetermination process for Medicaid and PeachCare for Kids members. Approximately 2.7 million Georgians were notified to participate by providing necessary information to determine their eligibility.

Empowering our Peach State Health Plan Medicaid and PeachCare for Kids members is our top priority. As part of Peach State Health Plan's ongoing commitment to member education, we organized events, such as Summer Block Parties at local Boys and Girls Clubs, specifically designed to empower and guide our members through the necessary steps to ensure their continued eligibility. Additionally, in November 2023, we co-sponsored the Gestational Diabetes Awareness Event led by the Georgia Department of Community Affairs (DCH) in Augusta.

### Contributing to Georgia's Medicaid Re-Enrollment Drive

In collaboration with DeKalb County CEO Michael Thurmond, Peach State Health Plan played a pivotal role in a significant Medicaid redetermination event at the DeKalb Exchange Recreation Center in DeKalb County. With over 400 participants, the collective effort aimed to secure essential health insurance coverage for the community.

Peach State Health Plan actively engaged in the comprehensive review of Medicaid and PeachCare for Kids members' cases, addressing potential disenrollment challenges faced by residents in DeKalb and beyond.



## Closing Gaps in Well Care Visits

### Peach State Days

Peach State Days have proven effective in closing care gaps and improving member satisfaction. The goal is to encourage members with a noncompliant status to become compliant by addressing care gaps. Early and Periodic Screening, Diagnostic and Treatment (ESPD) coordinators and Helping All Lives Through Outreach (HALO) teams collaborated with various provider offices across the state of Georgia to close Well Care Visit (WCV) gaps in care for members aged 3 to 20 years. This approach allows ESPDT coordinators and HALO teams to meet members where they are, address any questions they may have, and direct them to Social Drivers of Health (SDoH) services when needed.

During Peach State Days, members not only receive informative educational materials, but they are also eligible to receive incentive gift cards ranging from \$50 to \$100 following the completion of their visit.

In 2023, Peach State Days proved successful as Peach State Health Plan assisted 675 members in closing their WCV care gaps, resulting in \$45,400 in incentive gift card payouts.

## Prioritizing Behavioral Wellness

### Behavioral Health

Behavioral Health is an integrated model of care that strives to address the whole person and ensure our members have better quality-of-life and health outcomes. Behavioral Health includes services for mental health and substance abuse disorder, such as assessments, therapy, psychological testing, medication management and psychiatric care within an inpatient or outpatient setting.

Behavioral Health services aim to improve the quality of life, promote mental health, and reduce stigmas through interdisciplinary healthcare models and service providers as a systematic approach to providing patient-centered care. Improving access and quality to behavioral health services is foundational for optimizing health equity, reducing disparities, and enhancing coordination of care.

### Peach State Health Plan, Pyx Health Announced Partnership to Combat Social Isolation, Loneliness and Depression in Georgia Youth

Peach State Health Plan announced a new partnership with Pyx Health, a healthcare technology company, in a new initiative to combat social isolation, loneliness and depression in young Georgians. With this launch, more than 305,000 Peach State Health Plan members ages 13 to 17 now have access to Pyx Health's interactive platform. With the help of evidenced-based screenings and support from trained young adults with shared life experience – called ANDYs (Authentic, Nurturing, Dependable and Your friend) – the teens are able to talk about loneliness and depression while being connected with critical resources to improve their overall health, resiliency and social supports.



# Peach State Health Plan in the Community



## Block Parties

Peach State Health Plan, in collaboration with Boys & Girls Clubs, orchestrated six spectacular events to kick off the Summer Block Parties. These gatherings showcased a diverse range of community resources, captivating entertainment, food and swag bags. Our dedicated Community Relations representatives orchestrated these block parties across various regions.

Through these events, Peach State Health Plan made a positive impact on 289 members, with an impressive participation of 1,179 attendees. Members and non-members alike were enlightened about the invaluable benefits offered and resources available to them in their own neighborhoods. Additionally, we took the opportunity to announce the commencement of Georgia's redetermination period, which began on July 1, 2023.

This initiative not only celebrated the spirit of summer but also empowered our community with essential knowledge about healthcare and the upcoming redetermination period.

## Health and Resource Fairs

As part of our commitment to whole health, the Health and Resources Fairs also offered free health screenings. Peach State Health Plan members had the opportunity to take advantage of services including blood pressure checks, A1c screenings, vision tests, flu vaccines and COVID vaccines. This comprehensive approach reflects our dedication to the health and happiness of our members, reinforcing Peach State Health Plan's unwavering commitment to community care.



## Peach State Cares

Peach State Health Plan kicked off the 2023 Peach State Cares season at Shamrock Gardens Apartment Homes in Atlanta. Pro Football Hall of Famer and Peach State Health Plan partner Champ Bailey supported the effort, greeting residents, signing footballs, taking photos, and even tossing the football with children in the community.

Following the success of our kickoff event, the Peach State Cares campaign brought 13 more impactful events to communities across the state, allowing us to extend a helping hand to 289 of our members, as well as the wider community. We fostered a sense of caring and community with the 1,179 individuals in attendance.

Our dedicated Community Relations representatives

*“ I love that we get access to the Boys and Girls Club.”*

**R. Thomas**, Peach State Cares event

collaborated seamlessly with Federal Qualified Health Centers (FQHCs), health departments, housing authorities and other organizations that play crucial roles in supporting our members throughout Georgia.

Essential hygiene supplies, such as toilet paper, bar soap, deodorant, toothpaste, toothbrushes, hand sanitizer, cleaning supplies and more were distributed during each event. It was a heartfelt endeavor to ensure access to fundamental necessities and promote well-being in every home.

*“ Awesome incentives, services and resources.”*

**C. Starling**  
At the annual Health Fair

*“ Peach State Health Plan is the best to be with!”*

**J. McIntire**  
At the annual Health Fair



# Ambetter from Peach State Health Plan in the Community



“Football Sundays are always special, but it’s a lot easier on my health to meet with fans and Ambetter from Peach State Health Plan members than taking a hit on the field. I hope the community enjoyed the activities and took advantage of wellness checkups courtesy of Ambetter from Peach State Health Plan.”

**Champ Bailey,**  
Pro Football Hall of Famer

Champ Bailey, left, and Peach State Health Plan CEO Wade Rakes

## Ambetter from Peach State Health Plan and Champ Bailey Made Community Health a Priority

In a dynamic partnership, Ambetter from Peach State Health Plan collaborated with Pro Football Hall of Famer Champ Bailey to emphasize the importance of good health.

Two vibrant tailgates, held before Atlanta Falcons games, provided a platform for Ambetter from Peach State Health Plan to engage with members and football fans just outside Mercedes-Benz Stadium. These lively events were more than

just tailgates. They were celebrations of community well-being.

Ambetter from Peach State Health Plan demonstrated its commitment to the community by offering free promotional items, family-friendly activities, and valuable healthcare information. The tailgates became a focal point for fostering connections, promoting health awareness, and leaving a positive impact on the lives of its members.

## Ambetter from Peach State Health Plan in the Community

Ambetter Health marked another successful year in 2023, providing members with affordable access to quality care. The updated brand name, Ambetter Health, reflects its commitment to putting better health at the forefront of its mission.

As expressed by Ambetter Health CEO Kevin Counihan, “From day one, it has been our mission to ensure that quality, affordable healthcare is accessible to those who need it most. As we

approach this next year, Ambetter Health is continuing to remove barriers to healthcare through various services, including virtual care, pharmacy, dental and vision insurance.”

Ambetter from Peach State Health Plan continues to provide accessible healthcare for our members, fostering community partnerships and events. Together, we’re committed to our members’ well-being!



## Ambetter Health 400

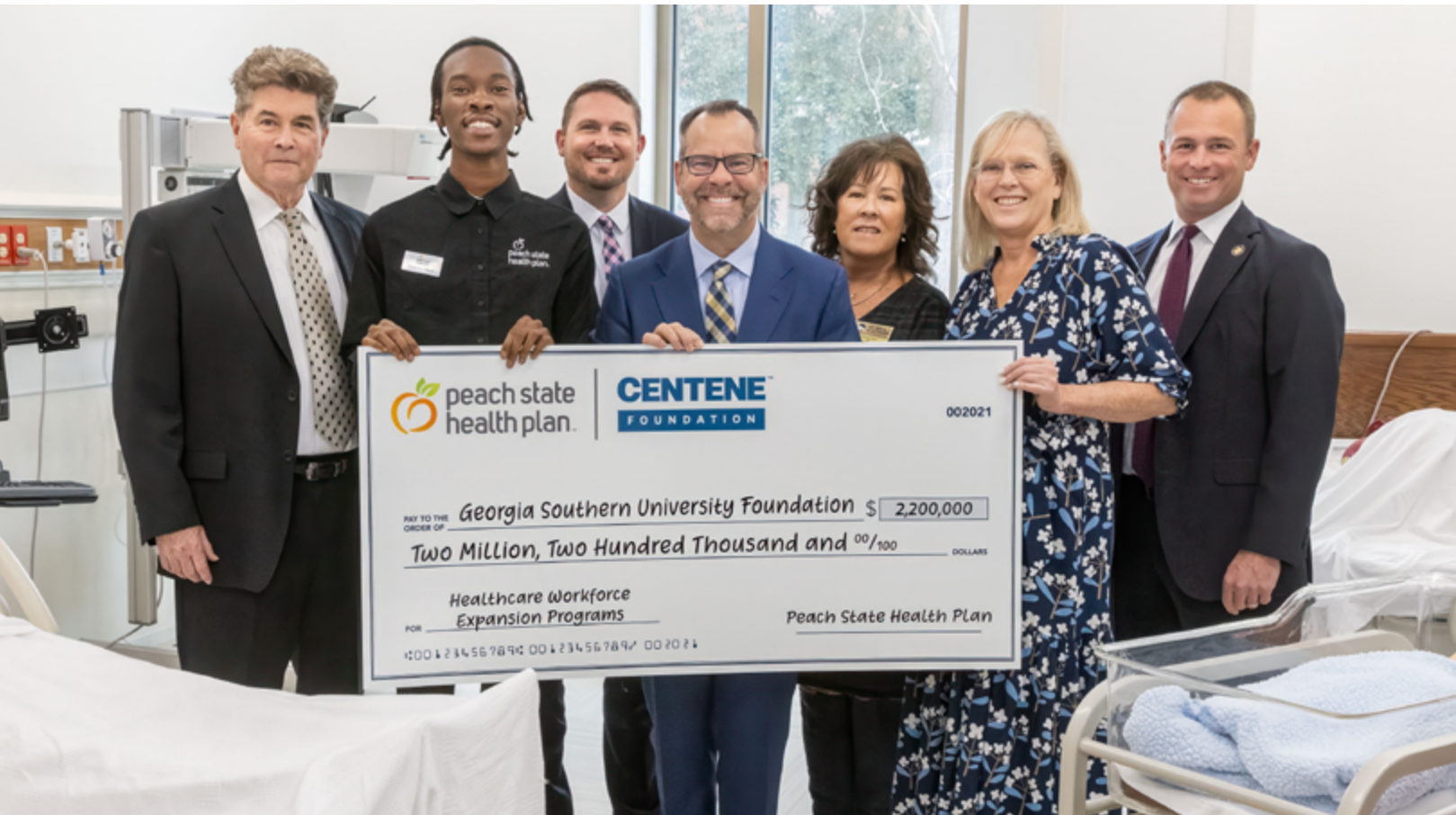
Ambetter Health served as the entitlement partner for the NASCAR Cup Series race held at Atlanta Motor Speedway from March 17-19. Through Centene’s collaboration with Speedway Motorsports, we enhanced our engagement with NASCAR enthusiasts and provided first hand insight about our commitment to enhancing community health and offering accessible, high-quality healthcare.

The Ambetter Health Fan Zone mobile unit was present on-site to disseminate information and resources to race fans. Additionally, Centene collaborated with the American Legion, USO, and Atlanta Motor Speedway to organize a ticket giveaway for military families.

The winning driver, Joey Logano, was presented with the trophy. Team members companywide assisted in selecting the winning design back in December 2022

**Wade Rakes,**  
President and CEO of Peach State Health Plan, presented the Ambetter 400 trophy to race winner Joey Logano.

## Connecting Rural Communities



### Office of Rural Health

The Office of Rural Health's goals align with Peach State Health Plan's objectives to improve access to high-quality care in underserved areas and populations, develop strategic market-based partnerships and programs, and foster valuable relationships with key leadership in Georgia to align and leverage Centene's capabilities to support Georgia-specific opportunities and partnerships.

Peach State Health Plan and the Centene Foundation Announced \$2.2 Million Commitment to Georgia Southern University for Rural Healthcare Workforce Development Program

Peach State Health Plan (PSHP) and the Centene

Foundation have teamed up to support rural healthcare development at Georgia Southern University (GS). This collaboration aims to provide crucial education and training for healthcare professionals in underserved areas of rural Georgia.

With a joint commitment of \$2.2 million, the Centene Foundation (the philanthropic arm of Centene Corporation) and PSHP are championing the expansion of GS' workforce development program. This initiative will enhance existing programs for nursing, physician assistants, and addiction recovery specialists, ultimately addressing the healthcare needs of rural communities.

### Peach State Health Plan announced a new partnership and \$150,000 donation to the Georgia Healthy Family Alliance (GHFA)

In 2023, Peach State Health Plan announced a new five-year partnership and \$150,000 donation to the Georgia Healthy Family Alliance (GHFA) for microgrants designed to help reduce healthcare disparities among uninsured and underinsured residents across Georgia.

The GHFA, the philanthropic arm of the Georgia Academy of Family Physicians and a networking member of the American Academy of Family Physicians Foundation, plays a pivotal role in addressing the healthcare needs of diverse communities throughout Georgia.

As part of this partnership, the GHFA will provide microgrants that range between \$1,000 and \$5,000 to Georgia Academy of Family Physicians member-identified special projects located across the state in both urban and rural communities.

The first round of microgrants was awarded in October 2023 to organizations such as the Project Breakthrough Homeless Assistance Project by Ujima Way, who supports crucial services for chronically homeless individuals in Clayton County. The funds will support clinic fees, emergency hotel vouchers, prescriptions, medical supplies and transportation services for health outreach.

### Peach State Health Plan Announced Grant to Support Augusta University's Center for Rural Telehealth Program

Peach State Health Plan (PSHP) announced a groundbreaking partnership with Augusta University and the Medical College of Georgia's Center for a Rural Telehealth Program. As part of this collaboration, PSHP is contributing a generous \$15,000 grant to enhance the program's capabilities.

This grant will significantly expand the Center for Rural Telehealth Program, enabling it to offer Emergency Department (ED)-to-ED and Tele-Critical Care (inpatient) telemedicine services. The goal is to empower Georgia's rural hospitals by providing essential resources to keep more patients in their local communities, surrounded by their social support systems. Through this innovative program, we're making strides to increase in-patient volume and improve healthcare accessibility for rural residents.

“At the Crisp County Community Council, a Georgia Family Connection Partnership, I am constantly seeking out reliable and efficient resources to support my community. That is why I am so grateful for Peach State Health Plan. As a resource partner, Peach State Health Plan has consistently delivered exceptional benefits to my community, providing them hassle-free access to quality healthcare and value-added benefits that they can actually use.

Not only have they provided my community with top-notch services, but their customer support team has also been a pleasure to work with. I have never encountered such a helpful, friendly and knowledgeable team. They have always gone above and beyond to make sure that my community's needs are met.

I highly recommend Peach State Health Plan as a resource partner to anyone who is looking for quality healthcare and supportive services. Their commitment to providing outstanding services is truly remarkable, and it is evident that they genuinely care for our community.

Thank you, Peach State Health Plan, for all that you do!”

**Monica Robinson, Executive Director**  
Crisp County Community Council  
Georgia Family Connection Collaborative

# Connecting Rural Communities



## Peach State Health Plan and the Medical College of Georgia at Augusta University Announced 2023 Peach State Scholars

In Summer 2023, Peach State Health Plan and the Medical College of Georgia at Augusta University proudly introduced the newest cohort of Peach State Scholars. These nine medical students were announced during an official pinning ceremony held at Augusta University.

The students are the third class of Peach State Scholars to participate in the Medical College of Georgia's 3+ (MCG3+) Primary Care Pathway Program, which was established in 2021 to focus on alleviating Georgia's physician shortage.

The scholarship fund and ongoing support for the MCG3+ Primary Care Pathway Program were made possible by a \$5.2 million donation from Peach State Health Plan in 2021. That year, Gov. Brian Kemp and the Georgia General Assembly matched Peach State Health Plan's initial commitment in funding to help kickstart the program.

In 2022, Gov. Kemp and the General Assembly added an additional \$8.7 million to the program, which was matched by the Medical College of Georgia Foundation.

The 2023 Peach State Scholars, their hometowns and intended specialties were:

- **Jordan Bothwell** of Roswell, Georgia, Emergency Medicine
- **Madison Chimenti** of Canton, Georgia, Emergency Medicine
- **Christopher "Chris" Dick** of Dunwoody, Georgia, Internal Medicine
- **Samantha Feinstein** of Hartsfield, Georgia, Pediatrics
- **Jessica McElrath** of Woodstock, Georgia, Pediatrics
- **Brianna "Taylor" Nicholson** of Suwanee, Georgia, Psychiatry
- **Caleb Padgett** of Langley, South Carolina, Internal Medicine
- **Blayne Thomason** of Dalton, Georgia, OB/GYN
- **Peter-Jon Williams** of Douglasville, Georgia, Internal Medicine



## Peach State Health Plan Donated \$1.1 Million to Georgia Primary Care Association to Enhance Georgia's School-Based Health Centers

In early 2023, Peach State Health Plan and the Centene Foundation announced a \$1.1 million donation to the Georgia Primary Care Association (GPCA) to expand operations of Georgia school-based health centers (SBHC).

"Peach State Health Plan is committed to providing all Georgians with access to affordable healthcare all across the state," said Wade Rakes, President and CEO of Peach State Health Plan. "School-based health centers in Georgia provide critical healthcare needs to underserved families who struggle to find access to quality, affordable healthcare for their children. This new partnership, along with the state's investments in Georgia's SBHC infrastructure will strengthen the capabilities and services these centers have available for Georgia's children and their families."

In September 2023, Peach State Health Plan and GPCA proudly awarded the first round of grants to



five Federally Qualified Health Centers (FQHC). The recipients were recognized during the 2023 GPCA Annual Conference in Savannah, Georgia.

### The following school-based health centers received the grants:

- Albany Area Primary Health Care (Albany)
- Medcura (Atlanta)
- Family Health Center of Georgia (McDonough)
- Curtis V. Cooper Healthcare (Savannah)
- Community Health Centers Systems (Twiggs and Johnson Counties)

## Building Bridges for Better Health

# Peach State Health Plan Partnerships

### Peach State Health Plan and the Centene Foundation Announced a \$1.5 Million Commitment to City of Refuge, Supporting the Atlanta Campus Expansion

In support of Westside Atlanta-based nonprofit City of Refuge's efforts to expand services to residents of the area, Peach State Health Plan and parent company Centene Corporation contributed to the organization's Breaking Barriers, Building Momentum capitol campaign. The contributions will support the development of a new Transformation Center, which will feature additional housing, job training and economic support services. The neighborhoods nestled on Atlanta's Westside have felt the ongoing effects of systemic inequality in areas such as increased rates of poverty, crime coupled with a lack of access to affordable housing, healthcare, youth programs, and job opportunities.

Peach State Health Plan and the Centene Foundation announced a \$1.5 million commitment to City of Refuge, an Atlanta-based nonprofit that brings light, hope and transformation to over 5,000 individuals annually. The investment includes:

- **Health and Wellness Center:** This partnership seeks to build out a quality

health and wellness center at City of Refuge's forthcoming 36,000-square-foot Transformation Center. The Health and Wellness Center, which will include a 24/7 medical and mental health clinic, will serve survivors of trafficking and domestic violence.

- **Workforce Innovation Hub:** The Workforce Innovation Hub prepares unemployed and underemployed individuals to find meaningful employment. The commitment from Peach State Health Plan and the Centene Foundation will increase capacity at the Workforce Innovation Hub to provide more job training and readiness opportunities, including resume writing and interview assistance.

Part of our partnership with City of Refuge included employee volunteer opportunities each quarter. In 2023, Peach State Health Plan leaders and employees from various departments took time away from their desks to visit City of Refuge's main campus and provide volunteer support through daycare assistance, building furniture, painting and cleaning, and any other area where we were needed.

“City of Refuge is honored to call Peach State Health Plan a partner, thanks to our shared vision of building brighter futures for the Atlanta community. Their commitment to our mission of providing light, hope and transformation to families in crisis has made a profound impact. Together, we have both broken barriers of generational poverty and built momentum through projects like workforce readiness, job training, housing and education. We are beyond grateful for their steadfast support of our work. Here's to many more moments of transformation ahead!”

**Edward Phillips**, Vice President of Development, City of Refuge



## Building Bridges for Better Health Peach State Health Plan Partnerships



### Beyond Differences' No One Eats Alone

No One Eats Alone is a national campaign created by Beyond Differences that raises awareness on social isolation and bullying for both rising and current middle school students. In 2023, Peach State Health Plan partnered with six schools statewide, educating over 630 students about the importance of being kind to one another. The students participated in arts and crafts activities and got to share their own experiences with social isolation. These events created a safe and positive space for students to discuss how their lives have changed since the COVID-19 pandemic and how they can make a difference in someone's life.

Peach State Health Plan has established partnerships with six schools for the No One Eats Alone national campaign.

- **Rice Creek School**  
Port Wentworth, Georgia
- **Merry Acres Middle School**  
Albany, Georgia
- **Wesley Heights Elementary School,**  
Columbus, Georgia
- **Turner County Elementary School,**  
Ashburn, Georgia
- **North Clayton Middle School**  
College Park, Georgia
- **Cirrus Academy Charter School,**  
Macon, Georgia

## Spotlights on Collaborations

### Peach State Health Plan Partnership Spotlights



**Feeding Georgia Families** provides nutritious food to families facing food insecurity and those living in food deserts. They offer fresh fruits, vegetables, dairy products, and nonperishable items to families in need. Feeding Georgia Families has been a consistent presence at Peach State Health Plan events such as our Family Reunion and Pamper Parties.



**Oak Hill Child, Family & Adolescent Center** is an extension of the Fulton County Board of Health that provides essential services, including WIC services and behavioral health support, to Peach State Health Plan members and other Medicaid recipients. Oak Hill graciously allows Peach State Health Plan to host events, in collaboration with them, to educate their clients about the benefits and services we offer.



**Meriwether County Family Connections** ensures that our members are well-informed about the benefits we provide. Over the years, our organizations have partnered for various events and conducted several educational sessions during Meriwether County Family Connections' monthly meetings with other community stakeholders.



**First Choice Primary Care**, located in Macon, Georgia, hosts bi-weekly health fairs that have been instrumental in our outreach efforts. Peach State Health Plan has worked closely with their community outreach initiatives and Back to School events to connect with our members and educate them about the benefits offered.

“It’s inspiring to see Peach State Health Plan’s dedication toward making a positive impact on people’s lives, enhancing social welfare, and promoting sustainable development.

I applaud your organization for your efforts towards creating a better tomorrow and embodying the spirit of generosity and compassion. Please continue the excellent work you do in empowering the communities.”

#### Alice Flen

Fulton County Board of Health Operations Coordinator,  
Oak Hill Child, Adolescent and Family Center

# Addressing Root Causes

## Social Drivers of Health (SDoH)



Peach State Health Plan’s main goal is to understand what our communities need so we can provide the best support services to both our members and the areas in which they live. We work closely with social workers, certified community health workers and field outreach representatives to identify and address health disparities and socio-economic factors that affect the health and daily functions of each member under our care, improving overall health outcomes throughout Georgia.

- 1. Finding Ways to Help:** We look for ways to make member’s health better.
- 2. Connecting Members with Community Partners:** We help members find people who can help when they need it.
- 3. Identifying Needs for Extra Support:** We seek areas where additional assistance is required, fostering collaborative initiatives to bring people together.

### Our Field Outreach Representatives Focus on:

- **Planning for Healthy Babies:** Offering informative and educational support to expectant members, guiding them from initial appointments through the postpartum journey.
- **Connecting Members with the Community:** Assisting members in locating essential resources within their local neighborhoods, so they have access to the support they need.
- **Health Risk Assessments:** Identifying potential health risks to keep members informed and proactive about their well-being, fostering a comprehensive approach to preventive care.
- **Family Planning:** Providing guidance and support to help members make informed decisions to create a personalized family plan that aligns with their health and lifestyle goals.

### Our Social Workers Provide:

- **Telephonic Outreach:** Checking in with members via phone calls to offer assistance and support.
- **Social Needs Assessments:** Asking targeted questions to understand and address members’ specific needs.
- **Complex Home Visits:** Visiting members at home when necessary to provide personalized assistance.
- **Care Plan Development:** Strategizing and planning to support members in achieving and maintaining their health goals.

### Our Community Health Services Include:

- **Home Visits:** Offering the option to visit members at their homes for personalized assistance.
- **Community Events:** Providing engaging activities right in a member’s town.
- **Environmental Assessments:** Ensuring a member’s home is safe and conducive to well-being.
- **Coaching Services:** Providing valuable advice and support to help members on their health journey.
- **Coaching Services:** Helping members with advice and support.

In 2023, Peach State Health Plan utilized its centralized database to track and refer 6,537 members for Social Drivers of Health (SDoH) assistance. Additionally, 2,236 members received vital social service support. Our collaborative efforts extend to partnerships with 2,675 Georgia organizations dedicated to providing essential services and support to our members.

### Top 5 categories for referrals

Category Name	Referrals	Share of Referrals
Food Pantry/Mission/Food Program	1,197	18.27%
Medication Assistance	891	13.60%
Financial Assistance - Utility	746	11.39%
Financial Assistance	514	7.85%
Financial Assistance - Rent	484	7.39%

### Top 5 Georgia partnerships serving Peach State Health Plan members through referrals

Name / Title of Organization	Referrals
Outside Referral Sources	863
Society of St. Vincent de Paul National Office	162
Meals on Wheels	148
Patient Access Network Foundation (PAN)	148
Simple Fill	125

## Providing Better Access to Resources



### Georgia Pathways to Coverage Program

In July, Peach State Health Plan proudly introduced a new program called Georgia Pathways to Coverage™, or Pathways, aimed at assisting low-income Georgians – those who may not otherwise meet the requirements for traditional Medicaid – in qualifying for Medicaid. The Member Engagement Team at Peach State Health Plan is wholeheartedly dedicated to ensuring that Georgia Pathways members receive the necessary support.

Since the program launched, Peach State Health Plan has successfully enrolled an impressive 1,235 members. The enrollment has surpassed initial forecasts and continues to climb reflecting positive feedback from our members.



At Peach State Health Plan, we actively engage with our members, offering various resources and support, including opportunities for continuing education, job readiness and volunteering. This ensures that members can fulfill the eligibility requirements of qualifying activity hours through referrals to community-based organizations. We are delighted to contribute to the well-being of our community through the success of the Pathways program.

### Aunt Flow

Peach State Health Plan collaborated with Aunt Flow to address the pressing issue of Period Poverty in Georgia and across the nation. Dispensers were installed in schools across the state, ensuring at least one presence in each region. The collaboration involved co-branded dispensers and the provision of 44 cases for each product. Each case, comprising 500 pieces, was designed to supply sufficient products to support approximately 2,100 menstruators throughout a full year of programming. This initiative encompassed seven middle and high schools across Georgia, totaling 45 bathrooms.

Additionally, Peach State Health Plan introduced branded Period Poverty kits, carefully curated to include up to 10 pads, 10 liners, and 10 tampons, or 15 pads and 15 liners. These kits were distributed during school drives and mobile programs, reflecting our commitment to breaking down barriers and promoting menstrual health accessibility for all.

Schools that received dispensers and products include:

- **Coosa High School** – Rome, Georgia
- **Atlanta Heights Charter School** – Atlanta, Georgia
- **Paul D. West Middle School** – East Point, Georgia
- **Baker Middle School** – Columbus, Georgia
- **Cedar Grove High School** – Ellenwood, Georgia
- **Albany Middle School** – Albany, Georgia
- **Radium Middle School** – Albany, Georgia

### Helping Mamas

Peach State Health Plan worked closely with longtime community partner Helping Mamas in the effort to combat diaper shortages throughout Georgia and the nation. Support was provided through employee participation in a challenge focused on filling Helping Mamas' warehouse with crucial supplies for mothers and babies.

Peach State Health Plan also contributed over \$6,000 toward the initiative, which saw an overall total of \$16,000 raised and over 150,000 diapers collected.



## Peach State Health Plan Assisted Families in Times of Need



### Disaster Relief Efforts in Valdosta

Peach State Health Plan joined the Salvation Army, United Way, and local food banks in Valdosta, Georgia, to bring relief to the community ravaged by tornadoes. During the drive-thru community event, 100 disaster relief bags were handed out to those in need. These bags were filled with lotion, hand soap, hand sanitizer, disinfectant wipes, combs, toothbrushes and toothpaste. Peach State Health Plan was able to contribute an additional 50 flashlights, 50 toothbrushes, 50 first aid kits, and 30 packs of diapers in various sizes for distribution. Our team members were able to connect with community members and Peach State Health Plan members alike, providing valuable healthcare information.

### Peach State Health Plan Supported Griffin Following Tornado Devastation

A series of tornadoes blew through parts of northern and central Georgia in mid-January, leading to a state of emergency declaration from Gov. Brian Kemp. The severe weather affected thousands, displacing families and damaging infrastructure.

Of the six counties impacted by the severe weather, Spalding County and the City of Griffin suffered great destruction. Businesses were leveled and homes were destroyed throughout the community.

Peach State Health Plan acted quickly, establishing a strategy to support affected communities mere hours after receiving news of the storms. Less than two days after the devastation, health plan employee volunteers donated 100 cases of bottled water – totaling 4,500 bottles – to City Church in Griffin. All volunteers received free Chick-Fil-A sandwiches on behalf of Peach State Health Plan.

The support of the community – and the state – ensured that thousands were warm, fed and cared for in their time of need. Peach State Health Plan is proud to have played a role in easing the burden of Griffin’s residents as they began their journey toward recovery.

## Celebrating Milestones Peach State Health Plan Recognitions

### Peach State Health Plan Supports Georgia’s New Parents and Growing Families Through Pamper Parties

Peach State Health Plan’s Pamper Parties are dedicated to the distribution of essential items such as diapers and baby wipes while providing crucial information and services, making them a pillar of support for families in Georgia. Collaborating with various organizations, including the Department of Public Health, Goodwill, FQHCs and Head Start organizations, Peach State Health Plan has welcomed over 28 community agencies to these gatherings. These agencies offer valuable resources, such as baby formula, breast pumps, books, baby clothing, teething cookies and food boxes. Even bassinets have been raffled off during the events.

At the Pamper Parties, participants not only receive diapers and baby wipes but also gain access to car seat safety training, health screenings and other essential services. This collaborative endeavor ensures that families can access the necessary information and tools to provide children with the best possible start in life.

Recognizing the challenges faced by new parents, Peach State Health Plan places a high value on the importance of building a robust support system.



### Peach State Health Plan and Former Atlanta Falcon Harry Douglas Hosted Back-to-School Bash and Resource Fair in Albany to Supply Local Families with Free School Supplies

Peach State Health Plan teamed up with former professional football player Harry Douglas to host a Back-to-School Bash and Resource Fair at Albany State University’s West Campus Arena in Albany, Georgia. The free event was open to all students and families in the Albany and Dougherty County communities, celebrating the end of summer while providing students with critical back-to-school resources. The event featured a fun afternoon of food and entertainment, including games, music, line dance contests and prizes.



## Employee Volunteerism and Contributions



### PRIDE Parade

Peach State Health Plan was proud to return as a participant in the 2023 Atlanta Pride Parade. Drawing in over 100,000 people along the streets of Midtown Atlanta, the Atlanta Pride Parade was the largest event of the two-day Pride Parade and Festival. Members of the Georgia LGBTQ+ Employee Inclusion Group (EIG), cPRIDE, committee collaborated with other dedicated health plan staff to organize a colorful, stand-out float complete with balloons, health plan swag and a fabulous DJ. Staff were joined by other wonderful volunteers from the health plan, as well as family and friends, in celebration of love and diversity.



### United Way

United Way mobilizes communities around the world to close gaps and open opportunities so everyone can thrive. This year, with an 82% participation rate, Peach State Health Plan raised \$47,458 as an enterprise. Health Plan President Wade Rakes stated that this accomplishment is a testament to the unity and commitment of our team, reflecting our shared values of giving back to the community and making a positive impact in the lives of others.

## Thank you!

Peach State Health Plan collaborates with a diverse network of healthcare providers across Georgia. Our dedicated providers deliver high-quality healthcare services with compassion and respect. The transformation of community health is made possible through their invaluable support.

**Peach State Health Plan is proud to partner with organizations throughout Georgia to give back to the community we call home, including:**

- |  |   |
|--|---|
| Albany Museum of Art                           | Hardworking Georgians Inc.                                    |
| Atlanta Ballet Inc                             | Helping Mamas   |
| Big Brothers Big Sisters                       | Hometown Health   |
| Boys & Girls Clubs of Albany                   | Medical Association of Georgia                                |
| Boys And Girls Club of Metro Atlanta           | Medical College of Georgia Foundation                         |
| Careerspring Foundation                        | Metro Atlanta Chamber   |
| Easterseals North Georgia                      | Morehouse School of Medicine                                  |
| Families First                                 | Nami Georgia  |
| Fountain City Classic                          | Robert W Woodruff Arts Center                                 |
| Gateway Center                                 | Safe Kids of Georgia  |
| Georgia Academy of Family Physicians           | Southeast Community Cultural Center Inc.                      |
| Georgia Association for Primary Health         | St Josephs/Candler Foundations                                |
| Georgia Association of Medical Equipment       | Susan B. Komen Foundation                                     |
| Georgia Chapter American Academy of Pediatrics | The Georgia Obstetrical and Gynecological Society             |
| Georgia Healthy Family Alliance                | The Leverage Network  |
| Georgia Hospital Association                   | Thomasville YMCA  |
| Georgia Perinatal Association                  | Together Georgia  |
| Georgia Psychiatric Physicians Assoc.          | United Negro College Fund Inc. (Mayor Dickens – Atlanta Ball) |
| Georgia State Medical Association Inc.         | Voices For Georgia's Children                                 |
| GOPAC  | Young Mens Christian Association of USA                       |
| GPCA   |   |

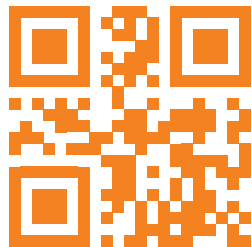


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