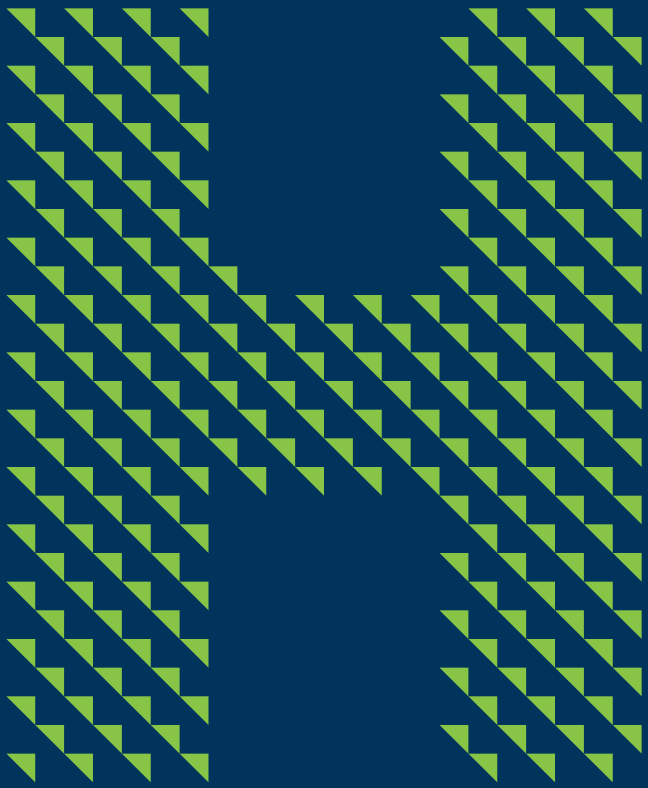
Humana's Bold Goal

Co-creating solutions to address social determinants and health-related social needs for our members and communities



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#MoreHealthyDays

What is Humana's Bold Goal?

Humana's Bold Goal is a population health strategy focused on both community and business integration to improve the clinical and social health outcomes of our members. Throughout our business, we address social determinants and health-related social needs by working with Humana care teams, nonprofit organizations, business and government leaders as well as healthcare professionals to identify, screen and refer members to community resources and long-term support. By using data, technology and evidence-based solutions, we're able to connect, learn and make health improvements easier and more attainable.

Improving population health starts with understanding the whole person

60% of health is impacted by our socioeconomic and community environments and lifestyle behaviors[1]

We need to focus on not only the clinical challenges that impact an individual's health but also their social needs, like access to healthy food and transportation. This is what drives Humana to address social determinants and health-related social needs. We're helping our members and the communities we serve achieve improved health outcomes by considering all of the factors that influence good health.

[1]Kaiser Permanente, 11/4/15, https://about.kaiserpermanente.org/community-health/news/making-a-down-payment-on-health-kaiser-permanente-invests-in-cre

Tracking Healthy Days matters

We track the health of our members by using the U.S. Centers for Disease Control and Prevention (CDC) four-question core assessment tool, Healthy Days,[2] to measure self-reported mentally and physically unhealthy days of an individual over a 30-day period.

The tool relies on an individual's perception of their own health. It also has a direct correlation between chronic illness, disease progression and social determinants of health. For example, a Humana Medicare Advantage (MA) member who is food insecure may experience, on average, up to 26.6 unhealthy days (UHD) within a 30-day period, while an MA member who has loneliness may experience up to 24.4 UHD.[3]

Average unhealthy days for Humana Medicare Advantage members over a 30-day period

26.6 for members who experience food insecurity

24.4 for members who experience loneliness

[2]CDC, https://www.cdc.gov/hrqol/hrqol14_measure.htm
[3]apps.humana.com/marketing/documents.asp?file=3517267

The importance of addressing social determinants

Due to their direct impact on Healthy Days and clinical outcomes, we are focused on these specific social determinants of health:

Loneliness and social isolation

Loneliness refers to the quality of relationships within a person's network, while social isolation refers to the quantity and structure of a person's social network.

4x greater risk for seniors being rehospitalized within a year of discharge for those who are lonely or socially isolated[4]

Food insecurity

Food insecurity occurs when people have limited or uncertain access to enough food to live a healthy, active life.[5]

66% of households who experience food insecurity report having to choose between food and medical care[6]

Transportation

Access to transportation can impact many things, like obtaining healthy foods, picking up medication and maintaining employment.

3.6M Americans are unable to obtain medical care due to transportation barriers[7]

[4]Nicolas Nicholson (2012) A Review of Social Isolation: An Important but Underassessed Condition in Older Adults; The Journal of Primary Prevention June 2012, Volume 33, Issue 2, pp 137-152
[5]U.S. Department of Agriculture, www.ers.usda.gov/topics/food-nutrition-assistance/food-security-in-the-us/key-statistics-graphics.aspx
[6]Feeding America, www.feedingamerica.org/hunger-in-america/senior-hunger-facts
[7]Wallace, R., Hughes-Cromwick, P., Mull, H.,& Khasnabis, S. (2005). Access to health care and nonemergency medical transportation: Two missing links. Transportation Research Record: Journal of the Transportation Research Board, (1924): 76-84. Retrieved from http://trrjournalonline.trb.org/doi/abs/10.3141/1924-10

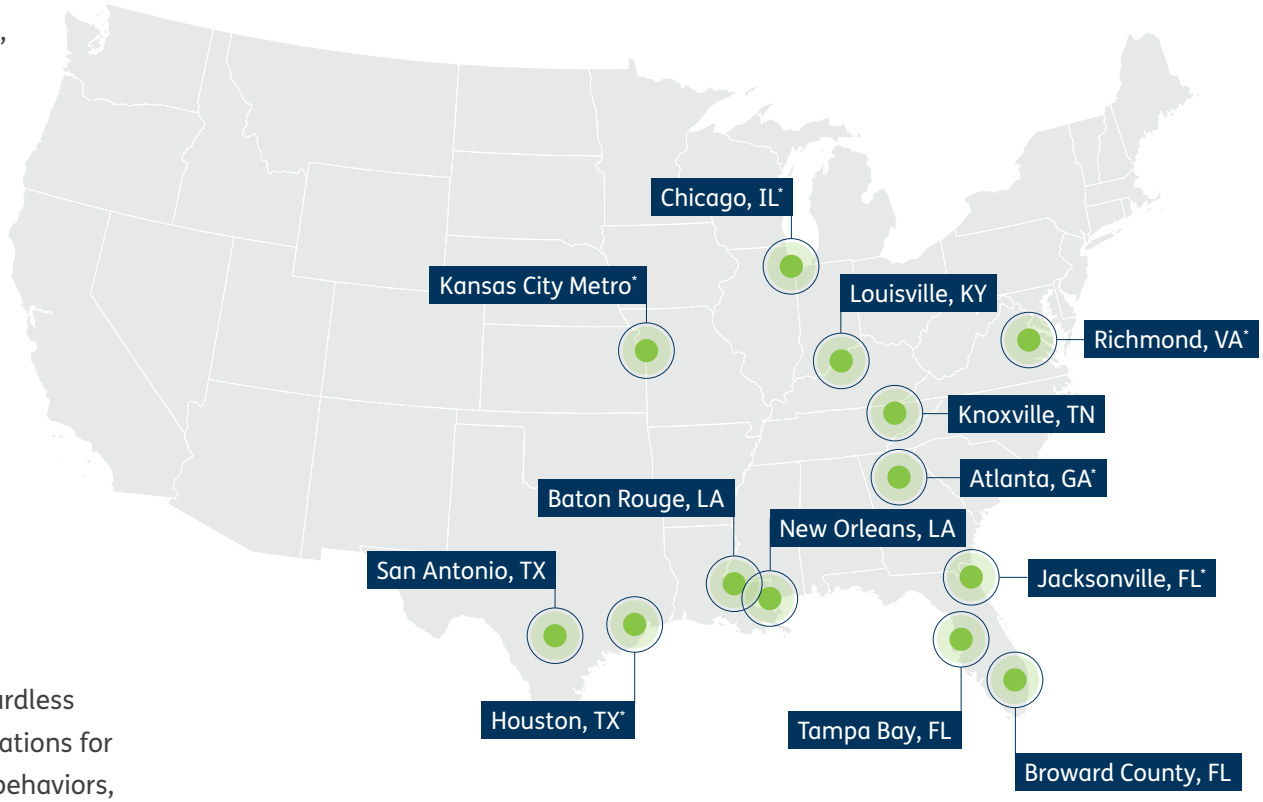
Partnering with communities and integrating throughout our business

We are actively addressing social determinants of health and health-related social needs within local communities and throughout our business by:

- Working closely with nonprofit organizations, government and business leaders, as well as physicians, clinicians and hospital systems to co-create solutions for a stronger healthcare ecosystem
- Providing primary care physicians and clinicians with toolkits to screen and refer patients who are experiencing food insecurity, loneliness or social isolation to community resources
- Conducting screenings by our care managers and pharmacists to enhance care planning, care management and medication adherence
- Inviting all members of the community, regardless of insurance, to Humana's neighborhood locations for classes and activities that promote healthy behaviors, peer engagements and social connections
- Helping lower-income members connect to financial support resources through phone screenings and referrals

Where we are

We are expanding relationships with organizations and physician practices in various communities across the country.



Moving forward

Improving population health is a long-term investment and journey, and we are fully committed. We will continue to cultivate relationships with community-based organizations and physician practices so we're addressing the holistic needs of individuals and communities. Together, we can help build a future filled with more Healthy Days.

*Bold Goal expansion communities

Be a part of the solution.

Learn more at **PopulationHealth.Humana.com** or contact us at **BoldGoal@humana.com**.

#MoreHealthyDays

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