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

Our Mission
Better Health Outcomes, Lower Costs

Shared Values
Compassion, Connection, Accountability, Authenticity

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Dear Ohio,

Each year, Buckeye Health Plan invests in Ohio’s people and communities in many remarkable and meaningful ways. This Community Impact Report highlights some of our work over the past year, but also demonstrates why we invest our time, energy and resources so widely and deeply. We call it “Leading with Heart.” It’s at the core of what we believe and how we serve our members, providers, communities and each other.

As heart-led leaders we share a commitment to compassion, connection, accountability and authenticity. We put our values into action every day to fulfill our vision to “Transform the Health of the Community, One Person at a Time.”

Our focus is on improving population health overall. We do this by treating the whole person—addressing medical, dental, vision and behavioral health needs as well as social factors such as poverty, food insecurity, education, affordable housing and employment. Buckeye knows that one social barrier does not exist in the absence of others. We take a holistic view of all social barriers and put people, processes and systems in place to remove barriers and make it simple to get well, stay well and be well.

Last fall, we launched Buckeye Community Connect to make it easy for anyone to find help at any time—from accessing food to finding child care. This free, online database enables community residents as well as social workers, care managers and healthcare providers to find local services just by typing in a ZIP code. We are constantly adding new resources and now offer thousands of listings for food, housing, transportation, employment, healthcare and more. Buckeye members and others tell us that this user-friendly online tool makes it quick and easy to track down local resources and connect to needed help. Be sure to check it out at https://communityconnect.buckeyehealthplan.com/.

We don’t do this work alone, Buckeye partners with a large network of healthcare providers statewide, as well as behavioral health experts, legislators, state agencies and over 57,000 community partners to identify and support local resources aimed at addressing a wide range of needs.

I hope you enjoy learning more about Buckeye and how we partner to support thriving diverse communities, advance positive social change and serve the public good.

Respectfully,

Steve Province, FACHE
President and CEO
Buckeye Health Plan

Community Stewardship Philosophy

At Buckeye, we care deeply about being a good community steward. As Ohio’s second largest and fastest growing Medicaid managed care plan, we’ve earned the trust of the State of Ohio and more than 400,000 members by providing access to quality healthcare and services that change lives. Our 1,300 team members serve many roles—as advocates, partners and friends, and our work goes far beyond referrals and claims management.

By “Leading with Heart” every day, we connect people to purpose. We know that if we love what we do, and who we work for, extraordinary results will occur. Heart-led leadership comes from our shared values:

- **We are compassionate.** As servant leaders we are devoted to caring for all people with dignity and respect.
- **We are connected.** We personally invest ourselves in the lives of others to serve the common good.
- **We are accountable.** We hold ourselves and each other responsible and are honored to fulfill the expectations of the State, our partners, providers and members.
- **We are authentic.** We are consistent in word and deed and act with kindness and honesty to build trust with each other and those we are privileged to serve.

Genevieve W.
Member since 2005
We know that a person’s health cannot be improved through healthcare services alone. It’s impacted by social and economic factors such as access to housing, healthy food, employment and transportation among others. Our combined focus on population health and social determinants of health (SDOH) allows us to provide the comprehensive resources and services that members need to grow and thrive.

As a managed care provider, our focus is on understanding and serving the unique needs of each member with care and compassion. We enable, empower and reward healthy decisions. And we provide easy-to-use information and help so that members can use all of their benefits and successfully navigate the healthcare system before, during and after treatment.

By coordinating all aspects of care, we help members overcome health challenges, avoid going to the hospital for emergency care and lead a healthier life.

“Buckeye’s waiver program helped me stay independent and active after my hip surgery. Because of home modifications and an emergency response system, I can live in my home, by myself and do the things I like to do. It just really feels good knowing you have someone in your corner to help you.”

-Jacqueline R., Member since 2014
Social Determinants of Health

Buckeye helps members overcome social barriers that impact health with a combination of services, strategic partnerships and specially trained associates. Our support helps bridge the gap between community resources and healthcare to improve the quality of life for all Ohioans.

“Good health goes beyond the walls of clinical care. Social Determinants of Health factors like education, employment and access to food and housing, can all impact our overall health and well-being.”

- Steve Province, FACHE, President and CEO of Buckeye Health Plan

Buckeye Grant Program

In 2019, Buckeye awarded grants to organizations focused on promoting the health and well-being of the communities we serve. Grant recipients included:

- Adaptive Sports Program of Ohio
- After School All-Stars Ohio
- Elizabeth’s New Life Center
- Central State University
- Reach Out and Read
- Connecting Kids To Meals, Inc.
- Simon Kenton Council of Boy Scouts of America
- Ohio Northern University (ONU) Healthwise Program
- King Lincoln Family Services Corp.
- Ohio Chapter of the American Academy of Pediatrics

MyHealth Pays® Rewards Program

Buckeye provides funds on a debit card that members can use to buy the things they need. Buckeye’s MyHealth Pays® rewards program awards members for making certain healthy choices like getting a flu shot, or wellness checkup, a diabetes screening, breast cancer screening or regular prenatal and postpartum care. Reward dollars can be used to buy things like personal care items, diapers, healthy food or for necessities like rent, utilities and child care.

Giving Back

Team Buckeye cares deeply and gives generously to the communities we serve. In 2019, employees contributed to awareness and fundraising efforts to support the United Way.

Team Buckeye raised a total of $155,381 for United Way agencies in Ohio—the largest amount ever raised at Buckeye for the organization. Employee participation during the annual giving campaign was at an all-time high as well. More than 89% gave during the campaign.

“I support United Way because they supported me in my time of need. In 2007, my family and I were victims of a house fire. One call to 2-1-1 and I was immediately linked to resources for food, clothing, shelter, furniture, toiletries and other household items. The support provided took some of the worry from me and put me at ease allowing my family to move forward in getting our lives back on track. I cannot thank you enough, United Way!”

- Stephanie W., Buckeye Health Plan Employee

2019 Uses of Rewards Program

- $1,769 on transportation
- $12,878 towards utilities
- $425 on child care
- $365,000+ for resources
- $155,381 raised to support the United Way
Access to Healthy Food

Buckeye Focus Area

Access to healthy, affordable food is one of the key social determinants of health and remains a challenge in many of Ohio’s underserved communities. Buckeye took aim and tackled food insecurity as a 2019 priority.

Rates of childhood obesity in Ohio are among the highest in the country.

According to recent data, a staggering 30.8 percent of Ohio children ages 10-17, are overweight or obese.

Over 2 million Ohioans, 500,000 being children, live in low-income areas with high rates of diet-related health issues and poor food access.

“Any incentive to help me eat right is a bonus! Especially the fresh stuff! I told everyone I knew about the Buckeye Fresh! events. This was awesome!”

-Jennifer W., Buckeye Member

Buckeye Fresh!

To increase access to healthy food, create awareness of how to prepare fresh food and encourage members to shop at farmers’ markets, Buckeye hosted six Buckeye Fresh! events across the state. This innovative program was made possible through partnership with Produce Perks, a regional nonprofit that provides a $1 for $1 match for SNAP/EBT customers to purchase fruits and vegetables. Buckeye extended members’ dollars by providing them with $10 in vouchers for FREE fruits and vegetables at the market. Children of Buckeye members got to shop, too, with their own $1 Buckeye Buck. Members and non-members alike enjoyed FREE family fun activities at Buckeye Fresh! events. Each event provided fun, education and fresh food for the whole family and included health screenings, face painting, raffles for fresh food gift baskets, recipes and healthy food samples, music and pictures with Buckley, Buckeye’s mascot.

- 473 Buckeye members received $10 worth of vouchers to purchase fresh fruits and vegetables
- 193 Buckeye Bucks were distributed to children to buy a healthy snack
- $4,981 was awarded for healthy food purchases
- 53 new Farmers’ Market customers learned about the SNAP/EBT match from Buckeye Fresh!
- 52 Produce Perks customers said they heard about the matching program from Buckeye
Operation Feed the Hungry

Buckeye’s Operation Feed the Hungry program partnered with 133 community-based organizations in 11 cities statewide to distribute more than 4,000 holiday turkeys to families in need.

“Operation Feed the Hungry is making wishes come true in our community for our families in need. I cannot thank you enough for helping us assist our families.”
- Chad Wyen, Superintendent for Mad River Local Schools, Dayton

- 37,745 pounds of turkey distributed to 133 community-based agencies in 2019
- 181,994 pounds of turkey distributed to Ohio families since 2010

Connecting Kids to Meals

Buckeye funded thousands of nutritious meals for children in Northwest Ohio. The Summer Meal event brought together all of the Summer Meals program sites and raised awareness of childhood hunger in the area. Volunteers packed 2,000 bags of shelf-stable food for children to take home to combat hunger during the summer months when they no longer receive in-school breakfast or lunch.

“About 40% of kids in our area live in poverty and need help. I want to express my deep gratitude to Buckeye Health Plan for partnering with us on this critical work.”
- Wendi Huntley, President of Connecting Kids to Meals

- 180 Summer Meal Partner sites
- More than 500,000 meals to kids in NW Ohio

Healthy Kids and Adults

As “Your Guide to Better Health,” Buckeye supports meaningful programs and health education to support child and adult health.

Staying Active, Ohio State Fair Bike Challenge

Buckeye hosted its first Kids Fitness Challenge on Buckeye Health Plan Day at the Ohio State Fair. Children ages 6 to 14 joined Buckeye’s mascot, Buckley, on stage with a local fitness instructor to get fit and compete in fun fitness activities. All participating children won prizes and six children took home new bikes and helmets.

“Quentin’s old bike broke this week and he uses it to bike four miles home from school. Getting a new bike from Buckeye is a huge help!”
- Noelle, Quentin’s mom

Buckeye also reached more than 100,000 Ohioans with important health messages at the Buckeye educational tent. PrimaryOne Health, a valued Buckeye partner, provided health screenings and information about their services.

- 6 children won new bicycles and helmets
- 52 children ages 6 to 14 competed in fun fitness activities
- 71 health screenings were conducted at the Fair
Buckeye Days

Buckeye partnered with PrimaryOne Health and Lower Lights Christian Health Center (LLCHC) to bring Children’s Health Day to an inner city neighborhood. The day included free walk-in health exams at LLCHC for kids up to age 18. PrimaryOne offered adolescent and adult well visits for ages 12-21.

- 30 appointments scheduled
- 29 member well-checks

No One Eats Alone

Social isolation is a preventable public-health crisis affecting millions of students and has been identified as a pathway to bullying, self-harm and community violence. Buckeye sponsored No One Eats Alone, a national anti-bullying program, at seven schools across Ohio. No One Eats Alone is a project of Beyond Differences, a student-led organization which inspires youth to end social isolation.

Reach Out and Read

More than 5,500 books went to children thanks to Buckeye’s sponsorship of Reach Out and Read programs at eight pediatric clinics. This partnership included five “Little Bear Clinic” events that encouraged families to read aloud together. Children received a book about going to the doctor and were guided through a teddy bear “checkup.” The interactive experience aimed to decrease fears and help children feel more comfortable and confident about visiting the doctor. Parents also received tips on how to include literacy in everyday routines.

“Through the generous support and partnership with Buckeye, select Reach Out and Read medical offices across the state were able to share the message of early literacy and the importance of yearly check-ups to Ohio’s youngest children and their families! Our doctors are still talking about how the Little Bear Health Clinic events jump started so much enthusiasm among staff and families to make annual check-ups positive and pleasant!”

- Lori LeGendre, Program Director for Reach Out and Read Ohio Initiative

Operation Backpack

About 5,000 homeless and low-income children received backpacks and school supplies through Buckeye’s partnership with Operation Backpack, an initiative by Volunteers of America. As the lead corporate sponsor in Cleveland, Columbus and Cincinnati, Buckeye helped children start the new school year off right with much needed supplies.

- 5,000 children started the 2019-2020 school year with new backpacks and school supplies

“You made this campaign a wonderful success for so many children. Thank you!”

- Becky Carlino, Director of Development, Volunteers of America Ohio & Indiana
Adopt-a-School

Important topics such as bullying, healthy eating, hygiene, flu prevention, self-esteem, social isolation and dental care were part of Buckeye’s Adopt-a-School health education outreach program in 2019. The program expanded to seven elementary schools across the state to promote physical, mental and behavioral health through monthly assemblies.

After School All-Stars

As a partner with After School All-Stars, Buckeye helped provide tutoring, programming and other activities for children at eight after-school programs. Buckeye hosted parent and student nights with bullying prevention presentations and healthy snack activities.

Committed to Community Health Education

Diabetes Awareness

During National Diabetes Awareness Month in November, Buckeye encouraged all community members to recognize the symptoms of diabetes and how to help prevent it. Community outreach included news segments, articles, public service announcements and social media.

- Approximately 1 million Ohio adults have diabetes
- An additional 1 million Ohioans have prediabetes but don’t know it

Diabetics Coaching Program

Buckeye’s Diabetes Coaching Program (DCP) provides peer-to-peer coaching between Community Health Services Representatives and members. The goal of the program is to decrease members’ A1C within 90 days of their initial visit.

“Coaching…it works! One of our members started his journey with an A1C of 10.7. At graduation, his A1C was 8.5.”

Kelly Powell-Kamlager, Care Manager, Buckeye Health Plan
Readmission Coaching Program

Buckeye’s Preventative Readmission Coaching (PRC) program was created to provide peer-to-peer coaching between Buckeye Community Health Services Representatives and members with the goal of decreasing preventable readmissions within 30 days of initial discharge.

Compared with peers who only received outreach via telephone after their hospital visit:

- Buckeye Medicaid members in the PRC showed a 9% reduction in readmission
- Buckeye Medicare members showed a 7% reduction in readmission

Buckeye THRIVE

BuckeyeTHRIVE’s Integrated Care Management program improves health outcomes through coordinated care. The program gives high-risk members with conditions like diabetes, chronic obstructive pulmonary disease, nervous system disorders and behavioral health disorders a dedicated peer support coach and specialized care manager to assist with navigating their care needs, coordinate medical, behavioral and social services and create a plan with specific goals and preferences. BuckeyeTHRIVE members have access to rewards for completing measures within the program through MyHealth Pays rewards and the BeWell! Incentive Program.

Mother’s Day and Women’s Health

In celebration of Mother’s Day and National Women’s Health Week in May, Buckeye spotlighted tips to help moms live a healthier, more balanced life. Buckeye medical directors highlighted the Start Smart for Your Baby® program and urged women to make their health a priority and build positive health habits for life.

Buckeye also partnered with PrimaryOne Health for a women’s health-focused Buckeye Day. The partnership made preventative healthcare accessible by providing free mammograms and wellness exams to members.

- 78% of women said they put off caring for themselves or making health appointments because they were busy with family members’ health

"Women are often the primary caretakers of others and it’s challenging for them to make time for themselves, including managing healthcare appointments."
- Dr. Brad Lucas, Chief Medical Officer, Buckeye Health Plan

P&G Baby Showers

In partnership with Proctor and Gamble and the Lorain County Public Health Department, Buckeye sponsored a community baby shower for more than 400 people. Educational and fun activities provided information on pre- and postnatal health and awarded prizes.

"Buckeye helped me have a healthy baby."
- Sharde D., Member since 2019

1,900 members enrolled in 2019

$1,119,727 saved

350 diaper bags

500 packs of Pampers diapers and wipes

350 education booklets
Fluvention Outreach

Buckeye educated members and the community about the dangers of seasonal flu through its annual Fluvention outreach program. Fluvention is designed to promote healthy behaviors, including immunization and hygiene practices that protect against seasonal flu. In October, Buckeye’s Medical staff appeared on news segments in four Ohio markets, Cleveland, Columbus, Cincinnati and Dayton, to address the seriousness of the virus and the importance of getting vaccinated.

Back to School Immunizations, Well Checks and Routines

Buckeye helped Ohio’s students and families stay healthy for the 2019-2020 school year with tips on immunizations, well-child physicals, eye health and adjusting to new routines. Buckeye medical directors appeared on news segments in Cleveland and Cincinnati promoting back-to-school tips for parents to prepare children for a healthy start on the new school year.

“Getting the right vaccinations is a safe and effective way to protect your children from potentially life-threatening diseases. It also helps keep other children safe by preventing the spread of these diseases to children who cannot get vaccinated.”

-Dr. Cheryl Morrow-White, Medical Director, Buckeye Health Plan

National Senior Health and Fitness Day®

Buckeye brought National Senior Health and Fitness Day to Ohio in May. Allwell from Buckeye Health Plan was the exclusive Ohio health plan sponsor for the event’s 26th anniversary. The day promoted regular physical activity for seniors.

- 6 events in Akron, Cincinnati, Cleveland, Columbus, Dayton and Toledo
- Health fairs, fitness walks, exercise demonstrations, health screenings and presentations

“Staying active can be a challenge for older adults who have physical ailments and health conditions. Buckeye is pleased to partner with National Senior Health and Fitness Day to support seniors seeking to live healthier, more active lives.”

-Dr. Thomas Lehner, Medical Director, Buckeye Health Plan

Men’s Health

In honor of Father’s Day and National Men’s Health Month in June, Buckeye raised awareness of the health gender gap and the need for men to take more health risk prevention measures.

“Establishing a relationship with a primary care doctor and having regular check-ups can help prevent disease and detect it early, potentially leading to better outcomes. We encourage all men to make preventative care a priority now so they can live healthier, more fulfilling lives.”

-Dr. Alvin Pelt, Medical Director, Buckeye Health Plan
Tackling Community Challenges

To help fight Ohio’s mental health, addiction and substance abuse epidemics, Buckeye’s medical team designed and implemented programs, educated patients and facilitated studies to promote healthy, safe lifestyles.

Depression Disease Management Program

Buckeye created the Depression Disease Management Program to address the needs of members with a depression diagnosis and help them manage and improve their quality of life. Members work with care managers who collaborate with their primary care physician to give them effective and efficient resources to meet their individual goals.

In 2019, 29 members enrolled in the program

Teen vaping

Teen vaping has been declared an epidemic in Ohio, with tobacco use among high schoolers up by 38.3 percent from 2017 to 2018. An estimated 1.5 million more Ohio youth became regular e-cigarette users than the year before. Buckeye health experts talked to the media on the health impacts of vaping and addiction.

“More students are vaping because many believe it’s safer than traditional tobacco products. The biggest problem is that many students don’t realize the serious health side effects.”

-Dr. Brad Lucas, Chief Medical Officer, Buckeye Health Plan

Use of tobacco products grew by 38.3%

Addressing Medication Abuse

Buckeye’s innovative clinical programs identify challenges members face and support safe use of prescription medications.

Pharmacy Lock-in Program

The Pharmacy Lock-in Program is an initiative launched in response to the growing concern over increasing opioid-related abuse and deaths in Ohio. The purpose of this program is to maintain quality medical care and improve the safety of members. Buckeye monitors the use of services, frequency and amount of pharmaceuticals that exceed medical necessity. This includes patterns that may indicate abuse-potential prescription dispensing.
Buckeye RxPlus

The Buckeye RxPlus program is a comprehensive prescription management program developed to deliver a high level of personalized service. The program helps members overcome the challenges of adherence and polypharmacy to achieve better health outcomes and prevent hospital and emergency room visits. It starts with an in-home assessment to review prescriptions, which is then sent to a pharmacist to check for accuracy, duplicate therapies and drug interactions. Members receive a home-delivered pill pack which consolidates medication doses based on the day and time they should be taken. Buckeye also follows up with providers to deter excessive prescribing.

Medication Therapy Management Program

Buckeye’s Medication Therapy Management program equips pharmacists with the tools to educate members on how to use their medications properly through targeted interventions and comprehensive medication reviews at point-of-service. Pharmacists provide patients with in-depth medication-related education, consultation and advice to help assure proper use. This program is designed to help members optimize outcomes and detect and prevent costly medication problems. Pharmacists also collaborate with the physician and other healthcare providers to develop and achieve optimal goals of medication therapy.

Buckeye supports high-risk members at a time when they have the best chance of changing the trajectory of their lives. Through counseling, pregnant women acknowledge their addiction and start on the path to sobriety so they can care for their child. Medication Assisted Therapy is provided along with coverage for outpatient therapies, counseling and support.

Helped reduce the percentage of preterm deliveries substantially, coming in below the state average of 10.3% for the last six years.

Reduced the length of stays for opioid dependent babies by 41%

Audrey S.
Member since 2014
Healthcare for every stage of life

Buckeye has plans to serve all Ohioans

Buckeye offers a range of health insurance plans to meet our members’ unique needs in every stage of life. Plan eligibility depends on age, income, family size and any special health needs.

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.

COMBINED MEDICARE AND MEDICAID

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

Available from Buckeye in the following counties: Clark, Cuyahoga, Fulton, Geauga, Greene, Lake, Lorain, Lucas, Medina, Montgomery, Ottawa, Wood

DUAL ELIGIBLE SPECIAL NEEDS (D-SNP)

Allwell D-SNP is a type of Medicare Advantage plan available to people who qualify for both Medicare and Medicaid in 74 counties. This plan allows eligible members to enjoy better coverage by combining Medicare and Medicaid benefits under one plan. These plans also include prescription drug coverage.

Available from Buckeye in the following counties:

MEDICARE ADVANTAGE

Allwell is a Medicare Advantage plan that covers the same services as traditional Medicare and also offers prescription drug coverage (Part D) for those 65 years and older or under age 65 with qualifying disabilities.

Available from Buckeye in the following counties:
Butler, Columbiana, Cuyahoga, Delaware, Fairfield, Franklin, Fulton, Greene, Hamilton, Lake, Lorain, Lucas, Mahoning, Montgomery, Ottawa, Stark, Summit, Trumbull, Wood

MARKETPLACE

Ambetter is a qualified health plan on the Ohio Health Insurance Marketplace. Member plan options vary between costs for monthly premium payments versus out-of-pocket expenses. Subsidies are dependent on member’s income level.

Available from Buckeye in the following counties:
Allen, Auglaize, Butler, Carroll, Champaign, Clark, Clermont, Columbiana, Cuyahoga, Darke, Geauga, Greene, Hamilton, Harrison, Lake, Logan, Lorain, Lucas, Mahoning, Medina, Mercer, Montgomery, Portage, Preble, Shelby, Stark, Summit, Trumbull, Van Wert, Warren

Connecting Medicare + Medicaid
“Five Rivers Health Centers values our partnership with Buckeye for a variety of reasons. We’ve benefited from co-sponsoring events and participating in health fairs and other community meetings. Thanks to the partnership, patients have become more aware of the programs and services of both of our organizations.”

-Kim Bramlage, Five Rivers Health Centers

“We are better together”

-Alicia Hernandez, Family Program Coordinator, The Ridge Project

“I appreciate Buckeye’s commitment to addressing social determinants of health and removing barriers to accessing essential care, not just for their members, but for our state as a whole.”

-Carly Salamone, Northwest Ohio Pathways HUB