

# OUR COMMUNITIES OUR COMMITMENT

2021 Community Impact Report



Buckeye Fresh!  
At the Columbus Farmers' Market

buckeye  
health plan  
1-800-246-4321



## Vision:

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

## Leading with Heart and our shared values:

Compassion  
Connection  
Authenticity  
Accountability



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# MESSAGE FROM THE CEO



Buckeye friends,

Thank you for your interest in Buckeye Health Plan and **our vision to transform the health of the community, one person at a time.** This annual Community Impact Report is our way of taking stock of the value we bring to our communities.

In these pages, you will see how our caring and compassionate staff have gone well beyond the business of managed care to encompass whole-person care. Buckeye provides people and communities with resources and support to improve their quality of life at home and in their neighborhoods. It's part of our DNA as a company and as individuals who are dedicated to the well-being of those we are honored to serve.

As you might expect, COVID-19 vaccination took center stage in 2021 as Buckeye joined with Ohio Medicaid and other managed care plans with the goal of vaccinating more than 900,000 Ohio Medicaid and MyCare members. This statewide “Vax on the Spot” campaign helped members understand why and how to get vaccinated against this rapidly spreading and often deadly virus. Together with local community leaders, and our pharmacy and retail partners, we created hundreds of local events to bring vaccination into areas of greatest need. The campaign’s **COVIDVaxOnTheSpot.com** website anchored the statewide effort and provided information and resources to more than 40,000 site visitors each week.

Our **preventative health programs** provided comprehensive information and encouraged members to take care of their health and visit their doctor in person or via telehealth. Our Medical Directors spoke to members about the importance of early detection and management of diseases such as diabetes and cancer. Buckeye programs also encouraged members to eat more fresh fruit and vegetables through our popular “Buckeye Fresh!” farmers’ market events, Food Rx programs and the Buckeye HealthConnect traveling van.

Also in 2021, Buckeye was chosen to continue to serve Ohio as a “next generation” Medicaid and MyCare managed care plan under a new contract with the Ohio Department of Medicaid. Through quality service to our members, providers and community, Buckeye has become Ohio’s second largest and fastest growing managed care plan. In the years to come, we look forward to continuing to expand our work and our community investment in partnership with the State.

I hope you enjoy reading our report about some of the ways that Buckeye’s staff and resources were put to good use to serve people in need across Ohio.

Respectfully,

Steve Province, FACHE  
President and CEO  
Buckeye Health Plan





# SUPPORTING THE COMMUNITY THROUGH COVID-19 OUTREACH

Many of our members were at high risk for serious illness from COVID-19 and faced increased economic and social hardships. Throughout 2021, Team Buckeye was there, working alongside our providers and community partners to help keep our members safe, supported and healthy.

## COVID-19 vaccination campaign

Buckeye, along with Ohio's four other managed care plans, led a statewide "Vax on the Spot" campaign that rewarded Medicaid and MyCare members to get their COVID-19 vaccination. The campaign launched in June and targeted 900,000 Medicaid and MyCare members with \$50 gift cards for getting their vaccine by Aug. 15. The campaign was later extended and the incentive increased to \$100.



Buckeye hosted vaccination clinics at hundreds of community events across the state and in partnership with local and national pharmacies and retailers. Members were contacted by text, email, phone, door hangers and paid media to encourage them to get vaccinated.



# CANTON COMMUNITY HEALTH & BACK-TO-SCHOOL FAIR

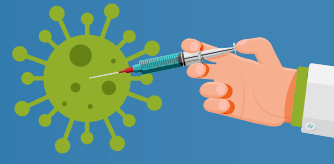
Buckeye partnered with Canton City Public Health, the Greater Stark County Urban League and six area churches to host a Community Health & Back-to-School Fair in Canton. The event provided health education and COVID-19 vaccinations as part of the statewide "Vax on the Spot" campaign.



**800**  
residents attended the event, which featured over a dozen community health organizations and businesses



**136**  
people were vaccinated




**99**  
community members received health screenings



**38**  
adults received free prescription glasses




**200** free backpacks with school supplies were distributed to help children prepare for back to school

Kids enjoyed free vision screenings, haircuts, raffles for free bikes, and more



# CANTON VAX BUS TOUR

Buckeye, in partnership with Centene, Envolve Vision, the Pro Football Hall of Fame and Canton City Public Health, hosted the Canton “Vax on the Spot” bus tour, which included eight stops over three days in low-vaccination neighborhoods.

“ I am taking care of my mom and she’s scared to get vaccinated. I worry about bringing COVID to her, so I got the shot. — Canton resident ”



**58** people were vaccinated



**49** people received free vision screenings



**39** people received free prescription glasses



Free, high-quality bags of produce were given to those who got vaccinated

“ I would never have done this if you hadn’t come into my neighborhood. — Canton resident ”

# PARTNERING TO ENCOURAGE VACCINATION



Buckeye partnered with pharmacies to use technology to engage with Ohio Medicaid members who had not yet received a COVID-19 vaccination. They recommended the vaccination, provided information about vaccine safety, and addressed questions. If the vaccine was not administered during the consultation, the pharmacist followed up with the patient to confirm they received the vaccine elsewhere.

The technology offered pharmacists access to best practices for addressing vaccine hesitancy.



More than 350,000 Ohio Medicaid members were eligible for the pharmacy consultation.

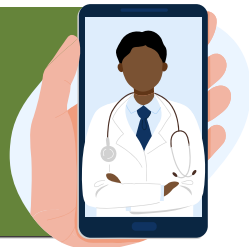
“ Encouraging those hesitant to get vaccinated requires both accuracy and immediacy, along with deep knowledge of our members and their needs. Our members know and trust their local pharmacist, so this platform is a natural fit to enable pharmacists to proactively engage in COVID-19 vaccination interventions. — Dr. Brad Lucas, Buckeye Chief Medical Officer ”



# CREATING MORE ACCESS THROUGH TELEHEALTH

Throughout the pandemic, telehealth has become even more important to support members' healthcare needs. Buckeye and its parent company, Centene Corporation, created several telehealth partnerships and programs:

Dedicating **\$5 MILLION** to a Medicaid telehealth partnership with the National Association of Community Health Centers to purchase equipment and provide training and technical assistance to Federally Qualified Health Centers (FQHCs) to provide telehealth solutions.



Partnering with AT&T to give more than **340 FQHCs** and rural providers access to FirstNet, the first high-speed, nationwide wireless broadband network dedicated to public safety.



Removing **member cost-sharing** for telehealth services and enabling providers to offer services with limited operational restrictions.



Launching a **text message campaign** to educate members recently discharged from the hospital about telehealth services.

**97,507**  
Buckeye members received care through telehealth in 2021



# ENCOURAGING MEMBERS THROUGH PREVENTATIVE HEALTH EDUCATION

Preventative health screenings can help prevent disease and find it early when it's easier to treat. That's why Buckeye developed several outreach campaigns to help members reduce their health risks and live their healthiest lives.

## Dental health outreach

Seeing the dentist regularly helps identify and stop tooth and gum problems before they become more serious and lead to bigger health issues. Buckeye launched a comprehensive campaign to reach more than 20,000 families who were behind on dental appointments.



Through phone, mail and text, members received:

- Information on how to schedule an appointment.
- Overview of their plan benefits and coverage for dental services.
- Dental health tips.

The program educated parents and guardians about the importance of oral health for themselves and their families.



## Cervical cancer outreach

Cervical cancer is highly preventable through screening tests — and when found early — it's also highly treatable. Approximately **35,000 Buckeye Medicaid members** were behind on their cervical cancer screenings, putting them at risk for delayed detection of cancer and treatment. Buckeye launched a comprehensive campaign to encourage women to schedule their cervical cancer screening.

Buckeye reached **35,000** members through mail, phone and text.





# CHILDHOOD VACCINATION OUTREACH

During the pandemic, vaccination rates among children up to age 6 declined dramatically. Many parents deferred medical visits for their children to avoid COVID-19 exposure. To overcome fears, dispel myths about COVID-19 and encourage pediatric visits, Buckeye developed a comprehensive campaign encouraging almost 7,000 members to get their young children vaccinated.

Buckeye reached almost **7,000** members through mail, phone and text



# Breast cancer outreach

Buckeye saw breast cancer screenings dramatically decline in 2021, with many women delaying care due to fears of COVID-19 exposure. To urge women to continue to prioritize their long-term health, Buckeye developed an outreach campaign aimed at significantly improving mammography rates.



Buckeye encouraged over **6,000** members to get their annual mammogram



Mammograms find **80% of breast cancer**. Early detection is key!

# Diabetes outreach

Almost **1 million Ohio adults** have been diagnosed with diabetes, putting them at risk for a heart attack, blindness, high blood pressure and chronic kidney disease. Buckeye developed a campaign to reach **22,000 diabetic members** who have gaps in life-saving preventative care. The materials provided health information and reminded them that they can earn up to **\$150 in My Health Pays® rewards** for completing their annual well visit and comprehensive diabetes care (HbA1c test, kidney screening and retinopathy screening).



Buckeye reached **22,000** members through mail, phone and text.

Buckeye also partnered with Ohio's other managed care plans on the **Diabetes Self-Management Education Program**. Utilizing Medicaid-approved providers throughout the state, members received:

- Instruction and counseling on healthy eating habits, weight management, glucose meters, insulin pens and other tools.
- Home testing kits for hard-to-reach members and those with barriers to receiving care at provider facilities.



# ENGAGING MEMBERS THROUGH HEALTH AND WELLNESS INITIATIVES

At Buckeye, we believe that whole-person care leads to increased well-being and better health outcomes. That's why we've developed many prevention initiatives and support services to meet our members' social, physical and mental health needs.



## Lower Lights Jubilee Market Healthy Food Rx Program

This program, made possible by Buckeye, provides free food, recipes, health coaching and support to members with chronic health conditions, pregnant women and children. **Participants receive the following benefits:**

- Partnership with a dietitian for nutrition tips
- **\$60 gift card each month** to the Jubilee Market to spend on healthy food
- Help meeting healthy goals (lowering A1C, blood pressure, weight and more)
- New recipes using a monthly meal kit prepared for pick-up at the Jubilee Market valued at \$15

**Participating adult members saw results in the following areas:**

Weight loss - one member lost **71 pounds**



Systolic blood pressure dropped an average of **4.38**



Diastolic blood pressure dropped an average of **.05**

A1C reduction - one member saw a **6.2 reduction**

Increase in the amount of produce consumed between pre- and post-survey



*Eating healthy is the best way of life and I am extremely happy with the knowledge I have gained. I enjoy the market very much and visiting with the food debit card definitely has helped with me eating healthier and my accountability. Wonderful, wonderful program!*

— Canton resident

# BUCKEYE FRESH! FARMERS' MARKETS

Buckeye expanded its Buckeye Fresh! Farmers' market days in partnership with Produce Perks, a healthy food incentive program that provides access to healthy, affordable food and raises awareness of the importance of good nutrition. In 2021, we were proud to host **12 events across the state** at markets in Athens, Cincinnati, Cleveland, Columbus, Kent and Toledo.

**Buckeye members attending Buckeye Fresh! events received:**

- **\$10 voucher** to purchase fresh fruits and vegetables
- A free "Buckeye Buck" to members' children to purchase a healthy snack
- **Access to two Produce Perks programs for additional healthy food:**
  - SNAP/EBT shoppers received a **\$1 for \$1 match** at the market
  - Families with children in the household received an additional **\$40 voucher** to purchase healthy food if they met income requirements
- Access to free COVID-19 vaccination through Buckeye's partnership with Walgreens®
- Nutrition education and giveaways



**160** Buckeye members enrolled in the TANF voucher program, totaling **\$6,400** in food assistance



**199** members received Buckeye Bucks for their kids



**871** members received Buckeye vouchers



**\$7,036** redeemed for fresh fruit and vegetables



Since 2018, Buckeye Fresh! events have empowered Buckeye members to make healthy choices — generating \$20,089 in fruit and vegetable purchases.



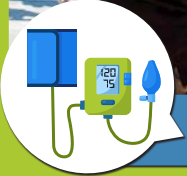
# BUCKEYE HEALTHCONNECT VAN SERVES STATEWIDE

Buckeye launched its new Buckeye HealthConnect Van to deliver quality healthcare and social services directly to Ohio's most underserved communities. The van provides a wide range of free preventative healthcare services, including:



Adult health screenings

Flu vaccinations



Blood pressure screenings



Weight assessment and counseling for nutrition and physical activity

Adult body mass index assessment



Vaccinations

Diabetes testing

Childhood immunization



The Buckeye HealthConnect Van helps address the social determinants of health (SDOH) barriers that many at-risk Ohioans face, including limited access to healthy foods, transportation challenges, difficulty purchasing school and baby supplies, and more. The van made its first stop at the Buckeye Fresh! event at the Athens Farmers Market before traveling to cities across the state.



# INFANT VITALITY PRODUCE PRESCRIPTION PROGRAM

Buckeye partnered with Produce Perks to bring their Infant Vitality PRx Program to low-income pregnant women.

## Enrolled patients receive:

- Nutrition and health education
- Access to affordable healthy foods through produce prescriptions: **\$30/month per household member** to redeem at neighborhood food access points such as farmers' markets, grocery-retail and corner stores



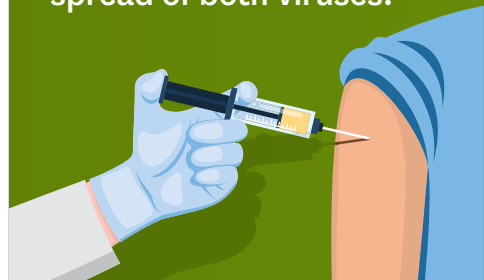
Produce Perks partnered with the Mercy Health Pathways program in Toledo to recruit 24 Buckeye members to participate in the pilot program for three months. Between March and June 2021, **\$5,520 in produce prescriptions were distributed.**



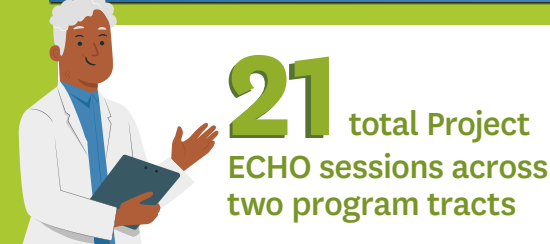
## Fluvention

Buckeye's fluvention program encouraged Ohioans to get their flu vaccination to decrease the rate of illness and lower the added burden on the healthcare system during the COVID-19 pandemic.

The program educated Ohioans about the differences between COVID-19 and the flu, and ways to stop the spread of both viruses.



# SHARING EXPERTISE THROUGH PROJECT ECHO



Buckeye partnered with the Weitzman Institute and Ohio University to launch the Project Extension for Community Health Outcomes (Project ECHO) in rural, southeastern Ohio. The program connects local healthcare providers to medical specialists through videoconferencing to bring their expertise and services to Ohio's underserved communities.

**Through training and simulations, participants gained valuable knowledge and resources to better serve patient needs for:**

- Diabetes and healthy weight management
- Substance use disorder

The partnership will launch an additional program in 2022, focused on women's health and primary care.

*The experience helped me to take a moment to step back and look at the big picture of what my client is going through, what she is doing to help herself and understand better what she is dealing with in life.*  
— Project ECHO participant

## Nurse Navigator

Buckeye partnered with Ohio University to expand its Family Navigator program to support new and pregnant moms and families living in southeastern Ohio. The program employs full-time, registered nurses to serve as navigators, providing onsite services at the OhioHealth OB-GYN clinic in Athens County to decrease risk factors impacting maternal and infant health.

### Clients receive assistance with:

- Pregnancy
- Smoking/addiction risk education
- Birth control
- Infant development
- Breastfeeding
- Services to support social determinants of health (SDOH) needs such as rent payments, childcare, transportation costs and more

Navigators also follow clients through their postpartum appointment and confirm mom and baby are connected with a primary care provider.



Through Buckeye's partnership, the Nurse Navigator program expanded to three additional southeastern Ohio counties in 2021.





# WE WON



In 2021, Buckeye was proud to be awarded a Medicaid contract by the Ohio Department of Medicaid serving all 88 counties.

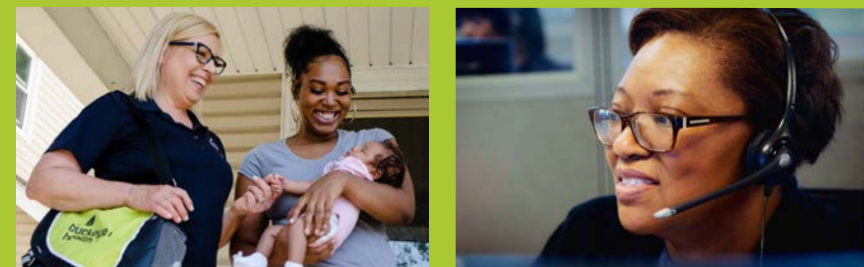


This accomplishment reflects the great quality of work and service that Buckeye has continued to provide to Ohio's most vulnerable people for 18 years.



To be selected as a NexGen plan in the State of Ohio, the Ohio Department of Medicaid set out five key goals:

- Improved care for children and adults with complex needs
- Program transparency and accountability
- Improved individual and population wellness and health outcomes
- Personalized care experience
- Providers supported and engaged in continuously improving care

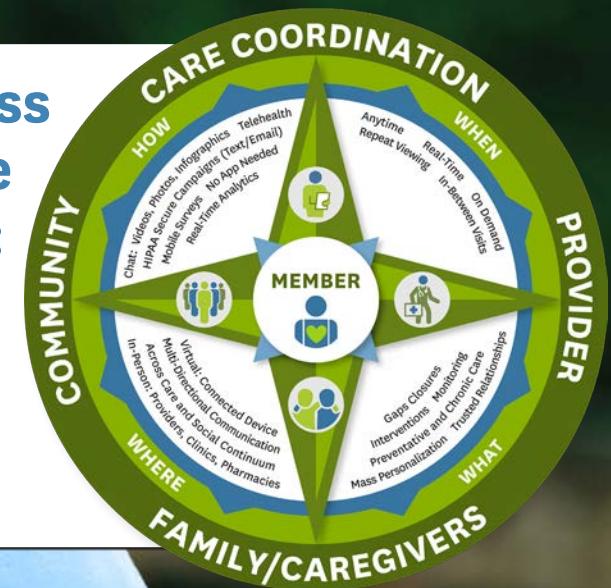


# BUCKEYE CARE COMPASS MODEL

Buckeye's Care Compass is a high-tech, high-touch, technology-enabled healthcare hub surrounding the member. It allows Buckeye members to find, get and manage their care — when, where and how they want. The technology solution is available on any web-enabled device and can deliver real-time, personalized messages, alerts, reminders and information from Buckeye or a member's providers, caregiver, care managers or pharmacy.

The Care Compass enables Buckeye to reach out via:

- Text messages
- Video
- Surveys
- Email



This exciting new platform:

- Increases member engagement
- Does not require an app
- Is HIPAA compliant
- Uses multidirectional communication
- Provides real-time translations

In addition to improving engagement with our members, Care Compass will enhance our work with providers and with our communities to address social determinants of health.





# 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.

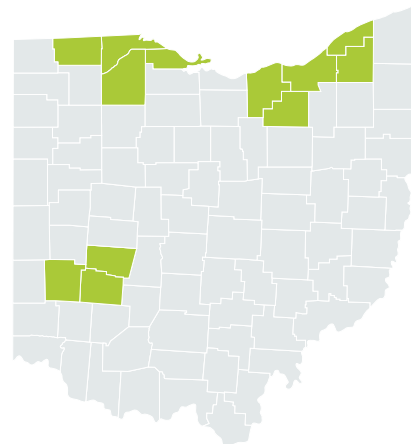


## Combined Medicare and Medicaid



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.

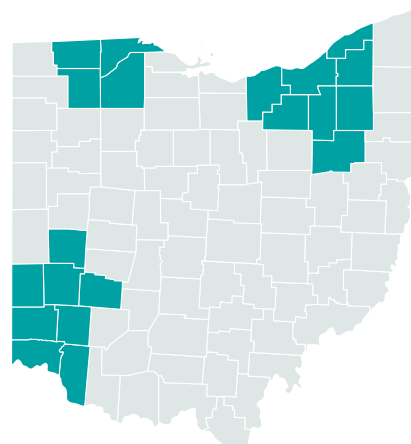
Available from Buckeye in the following counties: Clark, Cuyahoga, Fulton, Geauga, Greene, Lake, Lorain, Lucas, Medina, Montgomery, Ottawa, Wood



## Legacy WellCare Medicare Advantage HMO



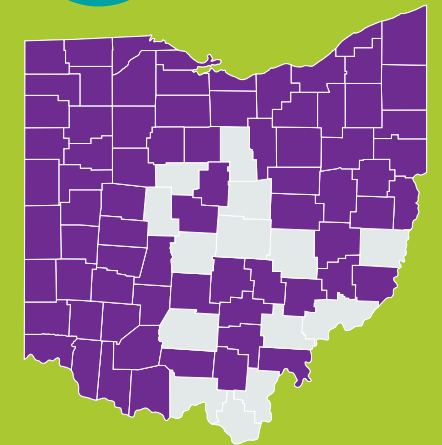
Available from Buckeye in the following counties: Butler, Clermont, Cuyahoga, Fulton, Geauga, Greene, Hamilton, Henry, Lake, Lorain, Lucas, Medina, Miami, Montgomery, Portage, Preble, Stark, Summit, Warren, Wood



## Wellcare By Allwell DSNP

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

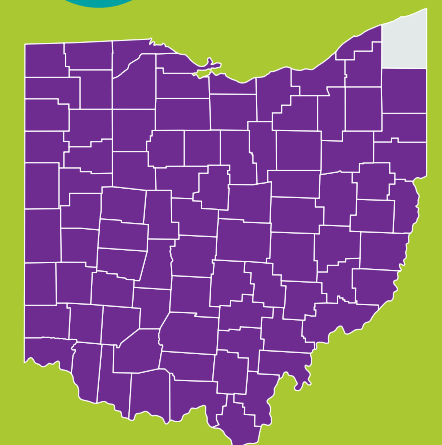
Available from Buckeye in the following counties: Adams, Allen, Ashland, Ashtabula, Auglaize, Brown, Butler, Carroll, Champaign, Clark, Clermont, Clinton, Columbiana, Coshocton, Crawford, Cuyahoga, Darke, Defiance, Delaware, Erie, Fairfield, Fayette, Fulton, Geauga, Greene, Guernsey, Hamilton, Hancock, Hardin, Harrison, Henry, Highland, Hocking, Holmes, Huron, Jackson, Jefferson, Lake, Logan, Lorain, Lucas, Madison, Mahoning, Medina, Meigs, Mercer, Miami, Monroe, Montgomery, Morgan, Morrow, Noble, Ottawa, Paulding, Perry, Pickaway, Pike, Portage, Preble, Putnam, Sandusky, Seneca, Shelby, Stark, Summit, Trumbull, Tuscarawas, Van Wert, Vinton, Warren, Wayne, Williams, Wood, Wyandot



## Wellcare by Allwell Medicare Advantage HMO + PPO

Wellcare by 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, as well as those who are under age 65 with qualifying disabilities.

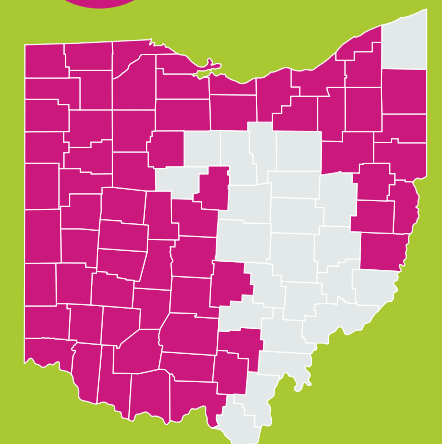
Available from Buckeye in all counties except Ashtabula.



## Ambetter (Marketplace)

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

Available from Buckeye in the following counties: Adams, Allen, Auglaize, Belmont, Brown, Butler, Carroll, Champaign, Clark, Clermont, Clinton, Columbiana, Cuyahoga, Darke, Delaware, Defiance, Erie, Fulton, Fairfield, Fayette, Franklin, Geauga, Greene, Hancock, Hamilton, Hardin, Harrison, Henry, Highland, Huron, Jackson, Jefferson, Lake, Logan, Lorain, Lucas, Madison, Mahoning, Medina, Mercer, Miami, Montgomery, Morrow, Ottawa, Paulding, Pickaway, Pike, Portage, Preble, Putnam, Ross, Sandusky, Scioto, Seneca, Shelby, Stark, Summit, Trumbull, Union, Van Wert, Vinton, Warren, Williams, Wood, Wyandot





MYCARE MEMBERS:



*Having Buckeye as a partner helps us to advocate for healthy communities and to advance our health equity priorities on behalf of our patients.*

— Ohio Academy of Family Physicians


*I am delighted to say that our organization is a community partner with Buckeye and we are proud of their work and impact in Franklin County.*

— National Coalition of 100 Black Women, Inc.



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