



REMOVING BARRIERS TO BETTER HEALTH

2025 COMMUNITY IMPACT REPORT

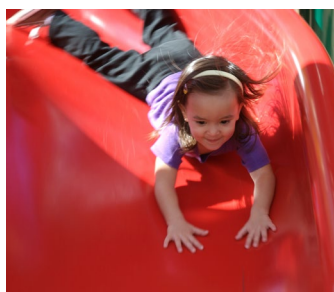
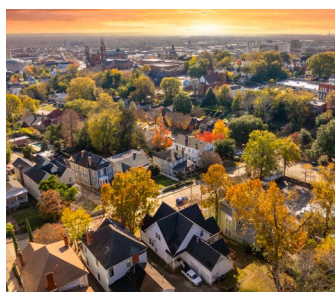


Table of Contents

Meet our Executive Leadership Team	03
The Team Serving Georgia	04
2025 Highlights	06
Organizations Empowered by Support	07
Hope in Action: Supporting Apalachee High School and Barrow County	08
Helping Georgia See a Healthier Tomorrow	09
Peach State Health Plan in the Community	11
Value-Added Benefits	16
Drivers of Health: From Needs to Solutions	19
Reaching Rural Communities	19
Ambetter from Peach State Health Plan: Coverage & Community Support	24
Wellcare: Healthcare Done Well	25
Mission in Action	28

A Message from Clyde



At the heart of our mission is a commitment to the people and communities we serve. Our 2025 Community Impact Report reflects the meaningful progress we continue to make by partnering and taking action where it matters most.

Throughout the year, our teams worked alongside community organizations and providers to expand access to care, address health-related needs, and support healthier outcomes across our communities. These efforts are rooted in collaboration and driven by a shared belief that lasting impact happens when we work together.

I am grateful for the trust placed in us by the communities we serve. As we look ahead, we remain focused on strengthening these relationships and advancing solutions that help individuals and families thrive. Thank you for being part of this journey.

Clyde A. White

President, Peach State Health Plan

Our Mission

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

Meet Our Executive Leadership Team



Rayshawn S. Clay

Chief
Operating
Officer



Robert J. Friedrichs

Plan Chief
Financial
Officer



James A. Richardson, MD

Chief Medical
Director



Annette L. Zerbe

Vice President,
Compliance



Laquanda Brooks

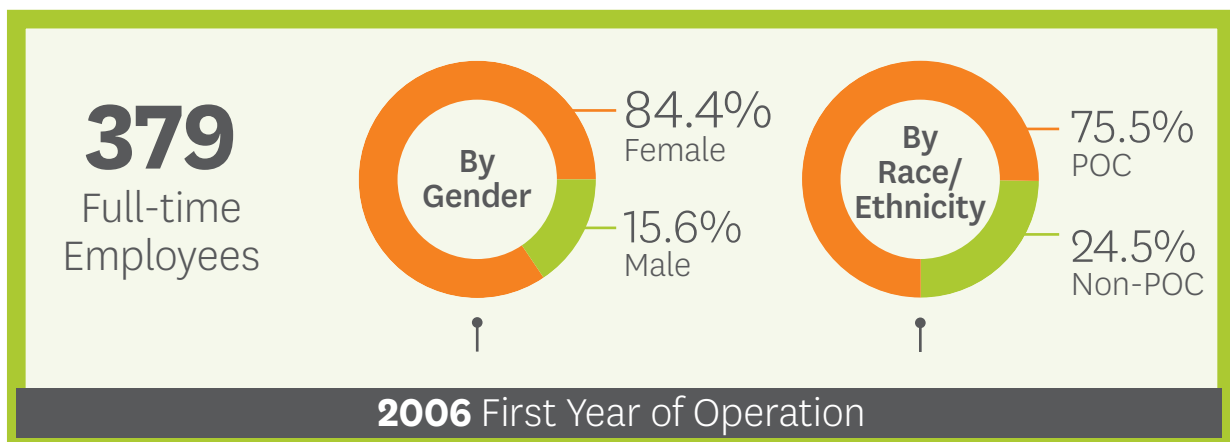
Senior Vice
President,
Population
Health &
Clinical
Operations



Remedios "Reme" Rodriguez

Vice President,
Implementation
& Integration
Behavioral
Health

The Team Serving Georgia



Employees actively participated in service opportunities across the state of Georgia. Contributing a total of 176 service hours to make a positive impact on the communities we serve.

Personal Donations	Matched Dollars (Company-funded)	Charitable Rewards Sent to Nonprofits (Company-funded)	Total Impact to Communities
\$4,400	\$2,640	\$2,590	\$9,630

Employees volunteered with organizations such as **Helping Mamas**, the **Salvation Army**, and **City of Refuge**, supporting warehouse operations, preparing holiday bags, assembling essentials, and improving facilities.



Peach State Health Plan employees volunteered with Helping Mamas.

The Team Serving Georgia

City of Refuge Career Carnival Job Fair

Recognizing the connection between economic stability, access to healthcare, and overall well-being, Peach State Health Plan participated in the **City of Refuge** Career Carnival Job Fair, engaging with more than 500 attendees. PSHP team members provided Medicaid education on eligibility, renewals, preventive care, screenings, wellness services, and community resources. The team also helped job seekers navigate available roles, application steps, and pathways into healthcare careers. By connecting health education with employment resources, PSHP helped Atlanta-area families access information and opportunities that support both their health and financial stability, reinforcing the value of addressing social drivers of health through community-based engagement.



2025 Awards & Recognitions



NCQA Health Equity Accreditation (HEA)

Our health plan has successfully earned a perfect score on the renewal survey for NCQA Health Equity Accreditation (HEA). This accreditation demonstrates our commitment to meeting the highest standards in promoting health equity and reducing disparities in care. Achieving a flawless score reflects the dedication and excellence of our team in advancing quality and fairness in healthcare.



Health Center Week Partner Appreciation Day Certificate

The Family Health Centers of Georgia (“the Center”) honored Peach State Health Plan (“PSHP”) during their community outreach event. At a special luncheon, PSHP was recognized among other organizations with a certificate of appreciation celebrating the impact of a long standing partnership with the Center.



Quality Care for Children: Early Quality Care for Children: Early Education Architect Award — Peach State Health Plan

The Early Education Architect Award honors organizations that strengthen early childhood foundations. Peach State Health Plan’s partnership with Quality Care for Children exemplifies this commitment to helping children grow healthy and ready to thrive.

2025 Highlights



1,201
Community
Events



200
Students
received free
eye exams



\$617,543
Charitable
Contributions



\$138,200
College and
Dorm Room
Scholarships



466
Community
Partners



25,000+
Member
Impact



164,000
Members
participated in
Vision
Appointments



766,000+
Members
participated in
Dental
Appointments



107,469
Moms Meals
Delivered



35,000
Back to school
essentials



129,806
Households
provided OTC
essentials

Organizations Empowered by Support

07

To Our Outstanding Partners: Thank You!

Peach State Health Plan is proud to partner with community organizations, advocates, healthcare providers, schools, local leaders, and institutions across Georgia. Together, These relationships help strengthen communities, advance health equity, and support the health and well-being of members and families statewide.

Throughout 2025, Peach State Health Plan's partners brought invaluable local knowledge, expertise, and commitment to our shared work across Georgia to bring health resources, education, and support closer to the communities we serve.

We are deeply grateful for the dedication of the organizations that work alongside us. Their commitment and shared purpose make it possible for us to expand our reach and better serve Georgia families.

Thank you for your continued partnership and for the difference you make every day.



Hope in Action



Barrow Together CommUNITY Fest brings support and smiles to Winder.

Supporting Apalachee High School and Barrow County

Apalachee High School and Barrow County School District Community Support: Since the tragic mass shooting on September 4, 2024, at Apalachee High School, which claimed the lives of two students and two teachers and left nine others injured, the Centene Foundation and Peach State Health Plan partnered with Barrow County School System leadership to support the community.

In May 2025, we sponsored the “Barrow Together CommUNITY Appreciation Day”, providing vital resources and \$100,000 in infrastructure support to help students and families affected by tragedy address both immediate needs and long-term recovery.

Building on that effort, we continued our support in July 2025 through the “Back-to-BOLD” back-to-school event, which drew thousands of attendees and served as another meaningful moment of healing and connection.

[Visit our Newsroom to read more.](#)



1,000
Pairs of shoes
for students



Shoes That Fit

Building on our ongoing support for the Barrow County community, we partnered with the Centene Foundation and national nonprofit **Shoes That Fit** to provide 1,000 pairs of new sneakers to students, helping them return to the classroom with confidence and dignity. The Centene Vision Van also offered free eye exams and prescription glasses to hundreds of students and their families, helping ensure children have the clear vision they need to learn and thrive.

Helping Georgia See a Healthier Tomorrow: Our Vision Care Commitment



In 2025, we invested more than \$7.5 million in vision care for our members across Georgia.

That means more children seeing clearly in the classroom, more adults staying safe at work, and more families getting the care they need to live healthier lives. From routine eye exams to glasses and specialized care, we're proud to help remove barriers while strengthening partnerships that expand access to care and help address healthcare challenges throughout Georgia, particularly in rural communities.

That commitment came to life in Thomasville, Georgia, where the Centene Vision Van provided free eye care to nearly 200 students in Thomas County Schools. More than 100 students received prescriptions for new glasses – helping ensure vision issues don't stand in the way of learning and success.

This effort is part of a broader collaboration with **Primary Care of Southwest Georgia** to expand access in underserved areas. The organization now operates two school-based health clinics in Thomasville, including a new location funded in part by the **Georgia Primary Care Association**, with support from the Centene Foundation and Peach State Health Plan. These clinics deliver essential services, from preventive care to managing chronic conditions.

Rural communities often face barriers like provider shortages and transportation challenges. By bringing care directly to schools, these partnerships demonstrate how community-based care models can overcome access barriers, support academic success and create more sustainable pathways to preventive care for families in underserved communities.

Our Impact on Vision Care in 2025

- \$7.5+ million invested** in vision services
- Supporting access to eye exams, glasses, and follow-up care**
- Helping children succeed in school** with better vision
- Improving everyday life** for thousands of Georgia families (Total appointments: 164,941)
- 20k+ for the Vision Van events.**
- 500+ vision screenings**
45% of children received glasses

Helping Georgia See a Healthier Tomorrow



Advancing Community Health Through GHFA Partnership

Through our partnership with the **Georgia Healthy Family Alliance (GHFA)**, Peach State Health Plan is helping communities address local health needs through targeted investment and prevention. Together, we have supported more than \$720,000 in community health grants and reached over 150,000 students with tobacco, nicotine, and vaping prevention education. By investing in locally driven solutions and early prevention, this partnership expands community resources, helps address health challenges before they become more serious and supports healthier communities across Georgia.



**GEORGIA HEALTHY
FAMILY ALLIANCE**

Peach State Health Plan In the Community

Access to better health extends beyond the doctor's office. Through more than 1,000 health plan events, we remained focused on one unified goal: driving improved health outcomes by addressing HEDIS care gaps, enhancing our value-added benefits, and strengthening community engagement and partnerships.

Building on our commitment to Georgia since 2006, Peach State Health Plan has continued its mission to support and empower Georgians on their individual health journeys through a dynamic blend of community events, provider-focused initiatives, health and resource fairs, strategic partnerships, and employee volunteerism. Through these efforts, we reinforced our dedication to fostering community and provider well-being in accessible and innovative ways.

➔ **Georgia Pathways to Coverage**

Community outreach events designed to inform attendees about the Georgia Pathways program, including guidance on eligibility, the application process, and how to access benefits for individuals who typically do not qualify for Georgia Medicaid.

➔ **Start Smart for Your Baby® (SSFYB) Baby Showers**

Maternal health outreach for high-risk pregnant and postpartum members, connecting families to Care Management and prenatal/postpartum resources to help reduce maternal and infant mortality.

➔ **Healthy Lifestyle Events**

Hands-on, preventive chronic disease education delivered with community organizations and health departments, focused on conditions such as diabetes, hypertension, and obesity.

➔ **Community Connector Events**

Targeted local events that educate members on plan benefits, preventive services, and community resources while identifying members for Care/Disease Management and supporting Georgia Pathways engagement.

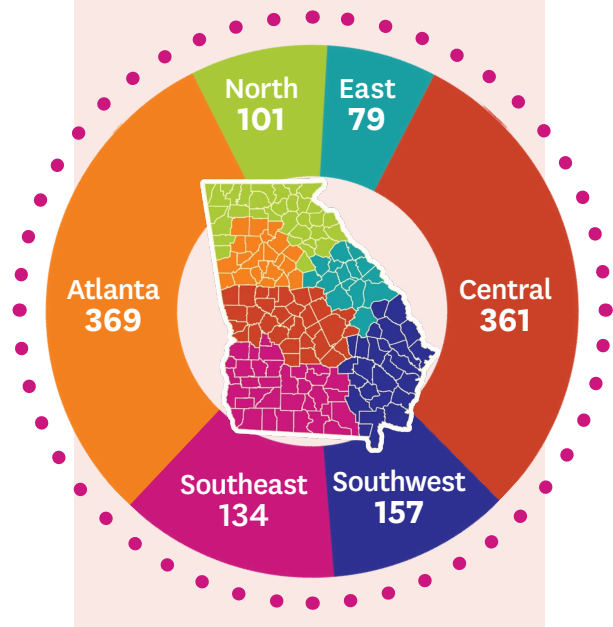
Events at a Glance

1,201

166,000+
Event Attendance

25,000+
Member Impact

Events by Region



Peach State Health Plan In the Community

“Peach State Health Plan’s commitment to the communities we serve remains at the forefront of our mission.”

— **Noriel E. Johnson**, Manager, Community Relations

Back-to-School Events



Annual Back-to-School Bash (Albany, GA):

More than 1,100 people

attended this event at Albany State University that united our Quality Team, PSHP Ambassador Harry Douglas, and community partners **Phoebe Putney Memorial Hospital** and **Albany Area Primary Health Care** to bring convenient mobile health services directly to the community and help close care gaps.

35 Back-to-School events

were held statewide, reaching

more than 22,000 attendees

across every region, with

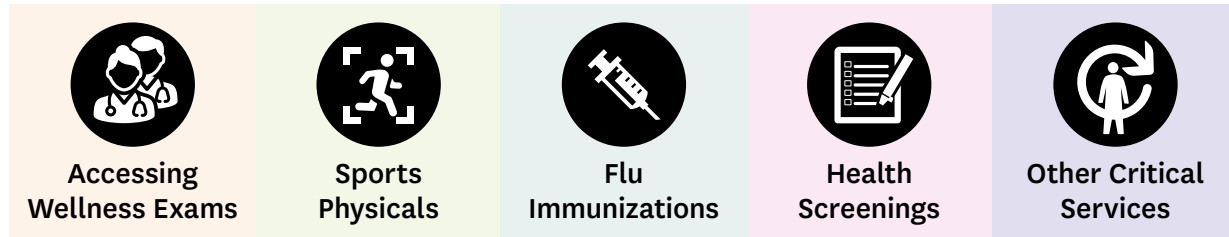
35,000+ essential items

provided to support children and college students in succeeding in their education.

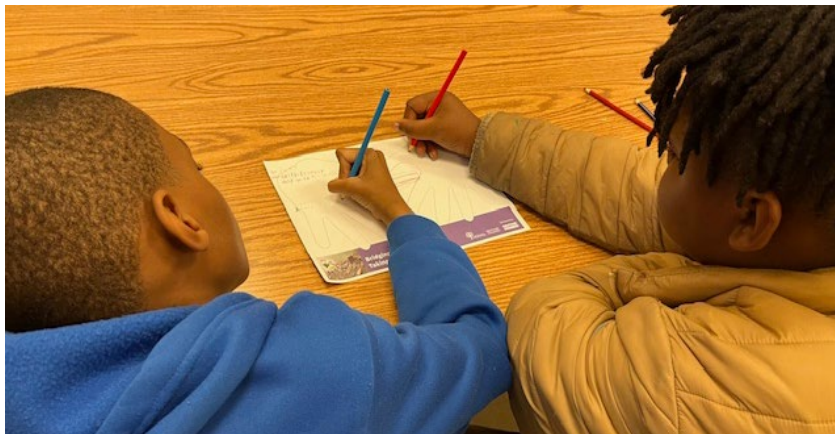


Peach State Health Plan In the Community

Peach State Healthy Days brings essential healthcare services directly to the neighborhoods we serve, helping reduce barriers that can make it difficult for members to complete recommended care. Through collaborations across our Member Retention, Quality Improvement, and Community Relations teams, these mobile events make it easy for members to close care gaps and access critical services without disrupting their daily routines.



Building Bridges of Friendship — Peach State Health Plan Celebrates **No One Eats Alone®** Day



No One Eats Alone® Day helps students build connections, foster inclusion, and reduce social isolation an important factor in supporting positive mental and emotional well-being. Through our partnership with **Sandy Hook Promise** and support of the national No One Eats Alone® movement, Peach State Health Plan helps bring these meaningful experiences to schools across Georgia, reinforcing the connection between healthy relationships and healthier communities.

As part of our efforts to promote the well-being of children, Peach State Health Plan participated in No One Eats Alone® Day in Georgia. Through engaging activities and meaningful conversations, 306 students across five schools and organizations had the opportunity to share their thoughts on friendship, inclusion, and the impact of small acts of kindness. These conversations not only encouraged them to make new friends but also reinforced the value of empathy, acceptance, and a stronger sense of belonging.

“

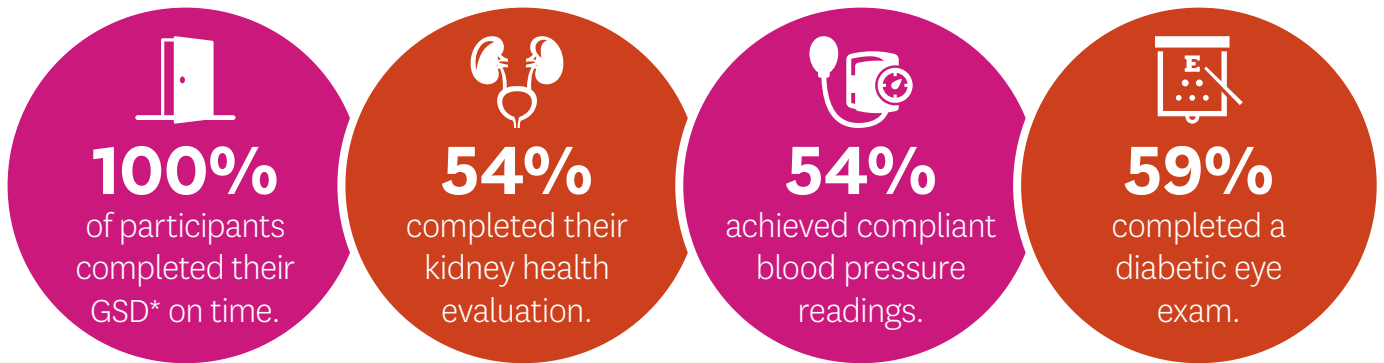
This was very informative and is needed for all kids, especially those who are about to make such a big transition from elementary school to middle school. The students and I really enjoyed the presentation. I look forward to having Peach State Health Plan back at our school in the future.”

— **Martessia Wood**,
Paraprofessional

Peach State Health Plan In the Community

Taking Charge of Diabetes Together

In partnership with the **Diabetes Association of Atlanta**, we delivered virtual programming designed to reduce barriers to diabetes education and preventive care for people in underserved communities and areas experiencing significant health disparities. The course provided evidence-based diabetes education to strengthen self-management, encouraged routine PCP/endocrinology/eye-care visits, and promoted preventive screenings (kidney evaluations and diabetic eye exams). Participants who completed the course and required screenings were eligible to earn up to \$150 in gift card incentives. Together, these efforts helped participants take important steps toward closing diabetes care gaps, identifying health concerns earlier and improving long-term health outcomes.



*Glycemic Status Assessment for Patients with Diabetes

Mammogram Mobile Unit Events



Access to routine breast cancer screening can be challenging for members facing transportation, scheduling and other barriers to care. To improve access, Peach State Health Plan partnered with **Atrium Health Navicent** and **Grady Memorial Hospital** to bring mobile mammography services directly into communities.

Quality Improvement Health Coaches supported members through targeted outreach, appointment scheduling and assistance with transportation and other access barriers. Together, these efforts helped close preventive care gaps, improve access to screening and support earlier detection.



15 Mobile Mammography Events



45% Care-Gap Completion Rate



Ages 40–74 Members Targeted for Breast Cancer Screening Outreach

Value-Added Benefits

Our members rely on more than medical care; they rely on us to connect them with real-world support that helps them stay covered and stay well.

VALUE-ADDED BENEFITS IN ACTION

OTC Health Support

129,806

households received health items fast — delivered home or picked up at pharmacy.

Mom's Meals

107,469

meals delivered to support member nutrition.

Vision Care

13,650

members saw clearer with upgraded glasses and vision services.

Breast Pumps

6,879

pumps given to new moms — supporting healthy babies.

Wellness Wins

133,704

members were rewarded for healthy actions all year!

Health & Active Children Programs

Childcare Assistance

Our program served **58 families**, providing **389 total weeks of paid childcare** to help stabilize household routines and reduce stress for caregivers.



Our Healthy & Active Children Programs

benefited more than 700 members and families, offering a diverse array of services and opportunities. This included memberships in organizations such as:

- Girl Scouts
- Scouting America
- Boys and Girls Club Membership
- YMCA Family Membership
- Youth activities including summer camps with STEAM learning, sports, and after-school programs.

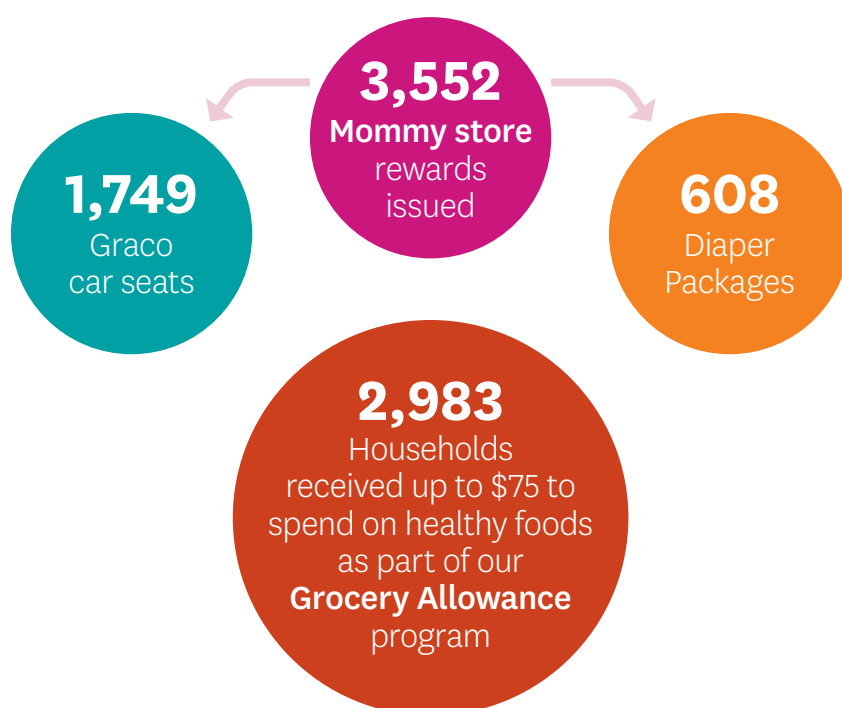
These initiatives are designed to promote wellness, foster learning, and encourage growth for children and their families.

Value-Added Benefits

Healthy Moms and Babies



Healthy starts begin with access to the right support and resources. Through our Healthy Moms and Babies value-added benefits, **6,879 breast pumps** were provided to members, helping families access essential equipment that supports breastfeeding, promotes healthy infant nutrition, and contributes to better outcomes for mothers and babies.



“

Everything we do is rooted in care for our community, from helping members stay healthy to supporting students and parents as they build stronger futures. These investments reflect our belief that when our neighbors are supported, our communities grow stronger together.”

— **Tara Freeney**,
Senior Director,
Commercial
Operations

Value-Added Benefits

“Knowing that my education is [supported] by people who believe in my potential gives me even more motivation to work hard and make a difference in the world. I am determined to make the most of this opportunity and to make my mom proud for all the sacrifices she has made for me. Thank you, Peach State Health Plan, for investing in my future and helping make my dreams come true.”

— **Kenadi Austin-Perry**

“Thanks to Peach State Health Plan’s support, I feel more confident in my ability to succeed academically and professionally. This scholarship is not just financial assistance – it is a stepping stone toward reaching my goals and inspiring those who look up to me.”

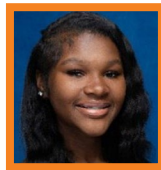
— **Charlene Subkanha**

Peach State Health Plan Awards **Over \$119,000 in Scholarships** to Support College Aspiration

Education creates opportunities that can positively influence health, financial stability, and quality of life for years to come. Through our scholarship program, we are helping students take the next step toward achieving their academic and career goals. This year, we proudly recognized 74 students as they began their college journeys through our enhanced educational scholarship program.



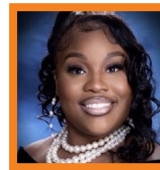
Monica Lin,
Augusta
University



Kenadi Austin-Perry,
Georgia
Southern
University



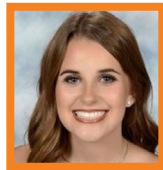
LaShonda Hart,
Georgia State
University



Kendal Allen, Fort
Valley State
University



Atiyah Akowa,
Oglethorpe
University



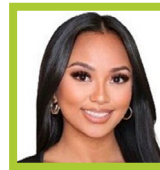
Sidney Baker,
Georgia
Southwestern
State
University



Zachary Eatough,
PCOM
Georgia



Braelynn Hartley,
University of
Georgia



Charlene Subkanha,
Kennesaw
State
University



Donald Williams,
Georgia
Institute of
Technology

- **10 scholars received \$10,000 educational scholarships**, providing critical financial support to pursue higher education.
- **64 students were awarded dorm room supply scholarships valued at \$300 each**, helping them settle into campus life with essential items.

These scholarships exemplify our commitment to serving the whole person — addressing not only healthcare needs but also breaking down social and educational barriers that affect lifelong wellness.



Drivers of Health: From Needs to Solutions

One Mission, Six Regions: Healthier Members, Stronger Communities

Enhancing the member experience by promoting well-being and addressing drivers of health (DOH) to achieve better outcomes.

FindHelp Spotlight: Connecting Members to Real Support, in Real Time

In 2025, FindHelp powered our mission to meet members' needs fast delivering verified support through trusted



local partners. By teaming up with Community Based Organizations (CBOs), our

Care Management and Care Coordination teams quickly identified key challenges like transportation and drivers of health, connecting people to real solutions in their neighborhoods.

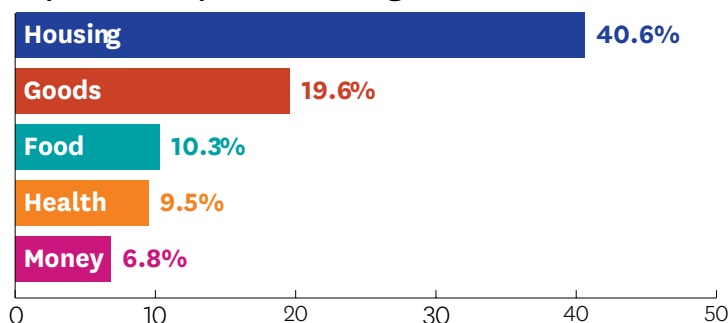
FindHelp continues to be the bridge between urgent needs and lasting solutions making sure every member gets the support they deserve, when they need it most.

2025 Impact: Why FindHelp Makes a Difference

- **Rapid, reliable help:** Closed-loop referrals meant members received immediate assistance for housing, food, transportation, utilities, and more.
- **Advancing health equity:** SDOH insights informed quality reporting, helping us focus on communities that need it most.
- **Reaching all corners:** Consistent support in rural and urban areas closed the gap in access.
- **Strong community partners:** Top referrals went to organizations like The Salvation Army, St. Vincent de Paul, Cascade UMC, Partnership for Community Action, and Warehouse of Hope.

Focused outreach: High-need counties including Fulton, Dekalb, Gwinnett, Cobb, Muscogee, Clayton, Bibb, Chatham, Richmond, and Dougherty received targeted support.

Top 5 FindHelp Search Categories



“Through maternal health outreach, chronic disease education, benefits navigation, and social-needs referrals, Peach State Health Plan advances health equity by addressing Social Drivers of Health—reducing barriers so members can access care and thrive.”

— Donna Mariney,
Vice President, Population Health & Clinical Operations

Drivers of Health: From Needs to Solutions

Beyond FindHelp, additional initiatives demonstrate how Peach State Health Plan is translating identified needs into targeted solutions that expand access and advance health equity.

Philips Partnership Philips/DCH Maternal Health Pilot

Through the Philips/DCH Maternal Health Pilot Initiative, pregnant members managing gestational diabetes or hypertension received cellular-enabled blood pressure and glucose monitoring devices, remote monitoring, and postpartum coaching. By bringing these resources directly into members' homes, the pilot expanded access to maternal health support in underserved areas, created opportunities for earlier intervention, and demonstrated how technology-enabled care can help reduce geographic barriers and advance maternal health equity.

Find out more, [read the full story here!](#)



Helping Mamas Partnership Helps Keep Families Covered

Peach State Health Plan proudly continued its partnership with **Helping Mamas**, Georgia's baby supply bank dedicated to ensuring families have access to essential items. This partnership helps strengthen a community resource that families across Georgia can turn to when they need support.

Black Maternal Health Week (Atlanta & Macon): During Black Maternal Health Week, Peach State Health Plan supported two days of community events in Atlanta and Macon focused on maternal health education and access to resources. Participants received culturally responsive education, one-on-one navigation support, and connections to prenatal and postpartum resources, including information on warning signs, postpartum care, breastfeeding support, and community programs.

Hands Off Foundation: Peach State Health Plan supported the Hands Off Foundation's Teal Pack Experience with a \$1,800 sponsorship, helping expand access to school and hygiene essentials for families across the region. The community wellness and resource event distributed more than 500 backpacks filled with school supplies and hygiene items, ensuring students were equipped with essential items as they prepared for the academic year.





Building Health Beyond Healthcare: Transforming Atlanta's Bowen Homes Community

Safe, affordable housing is an important driver of health, providing a foundation for greater stability, well-being and opportunity. The redevelopment of Atlanta's historic Bowen Homes community represents an opportunity to reimagine how housing and community investment can work together to support healthier lives.

In March 2025, Peach State Health Plan and the Centene Foundation joined Atlanta Housing, the City of Atlanta and McCormack Baron Salazar (MBS) to break ground on the redevelopment of Bowen Homes. Through this investment, the Centene Foundation and Peach State Health Plan are supporting efforts to expand access to affordable housing and create a community designed with health and well-being in mind. The project also marks the first state-level deployment of the Centene Foundation's multi-year partnership with MBS to support affordable housing development in underserved communities nationwide.

While the redevelopment is a long-term investment, the 2025 groundbreaking marked an important step toward creating new housing opportunities and strengthening the foundation for a healthier, more resilient community.

For Peach State Health Plan, the investment reflects a commitment to improving health beyond the walls of a doctor's office. By working alongside public, private and community partners to address housing as a driver of health, we are helping create the conditions for individuals and families to build healthier futures and communities to thrive for generations to come.

Reaching Rural Communities

PSHP Scholars Medical College of Georgia

We welcomed 12 new Peach State Scholars from the class of 2028, which is tied as our largest cohort! Below is the list of students who have been accepted.

- ▶ **Sadie Abernathy:** Wellstar MCG Emergency Medicine
- ▶ **Funmi Adewumi:** Wellstar MCG Pediatrics
- ▶ **Cole Anderson:** Wellstar MCG Family Medicine
- ▶ **Maddox Benedict:** Wellstar MCG Psychiatry
- ▶ **Austin Buntin:** AdventHealth Redmond-Rome Internal Medicine
- ▶ **Oscar Meza Contreras:** Wellstar MCG Psychiatry
- ▶ **Madison Crawford:** Wellstar MCG Emergency Medicine
- ▶ **Andrew Ji:** Atrium Health Floyd-Rome Family Medicine



- ▶ **Beth Ketchem:** Wellstar MCG Emergency Medicine
- ▶ **Leja Lizunaite:** Wellstar MCG OB-GYN
- ▶ **William Ngo:** AdventHealth Redmond-Rome Internal Medicine
- ▶ **Nikul Parikh:** Wellstar MCG Internal Medicine

Visit our [newsroom](#) to [read more](#).

Provider Partnerships That Deliver

In 2025, Peach State Health Plan continued strengthening relationships with the providers and professional organizations throughout Georgia by participating in 27 key stakeholder events across the state. These engagements created opportunities to share expertise, advance health priorities, and better understand the needs of Georgia's provider community.

Partnerships involved include:



**Georgia Chapter
of the American
Academy of
Pediatrics**



**Immunize
Georgia**



**Hometown
Health**



**Georgia
Academy
of Family
Physicians**



**Georgia
OB/GYN Society**

To further empower our provider community, Peach State Health Plan introduced key enhancements to the Availity Portal:

- ▶ Corrected Claim Submission
- ▶ Authorization Inquiry Expansion
- ▶ Enhanced PCP Notifications

Together, these efforts reflect our commitment to strengthening provider relationships while simplifying administrative processes so providers can focus more of their time on delivering care.

“

By bringing healthcare directly to rural schools, we remove barriers and create lasting impact—ensuring every child, no matter where they live, receives quality care and the opportunity for a brighter future. Through dedicated partnerships and the Peach State Scholars program, we’re not only making healthcare more equitable, but also empowering local students to build careers that strengthen their own communities and help Georgia thrive.”

— **Maria G. Robbins**,
Director, Rural Health &
Market Initiatives

Reaching Rural Communities

Expanding Behavioral Health Engagement Through Community Outreach

Access to behavioral health services depends in part on strong, responsive partnerships with the providers serving Georgia families. In 2025, Peach State Health Plan expanded opportunities to engage behavioral health professionals directly through key events, including the Licensed Professional Counselors Association (LPCA), Mental Health Day at the Capitol and Children’s Mental Health Day at the Capitol. These outreach opportunities created opportunities to hear directly from providers about the challenges they face and offer practical, real-time support, including assistance with claims-related questions. By meeting providers outside traditional clinical settings, Peach State Health Plan was able to address concerns more efficiently, strengthen relationships and gain valuable insight into the needs of the behavioral health community. This hands-on approach helped strengthen relationships, address provider challenges efficiently, and ensure that partners are equipped to best serve Georgia families.

The Georgia Recovers Bus Tour



Peach State Health Plan was proud to join The Georgia Recovers Bus Tour in Decatur for National Recovery Month. As part of the 75-stop journey, the event highlighted inspiring stories, vital health services, and the strength of connection and support.

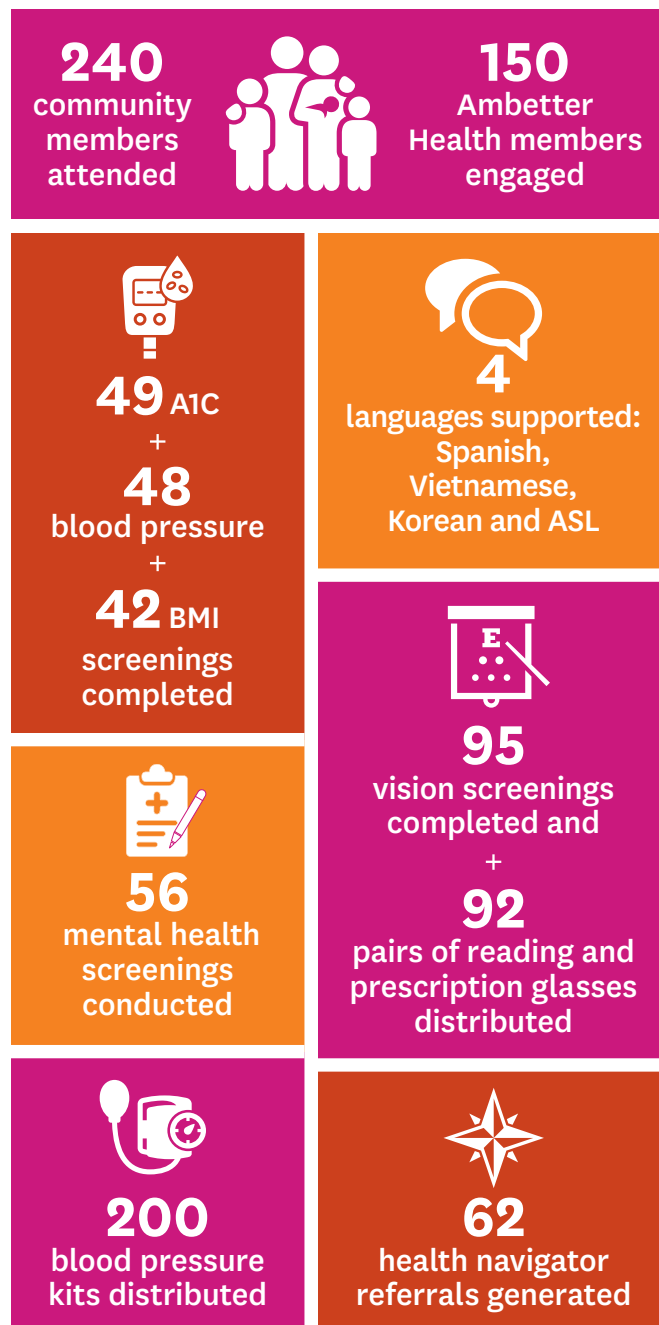


Ambetter from Peach State Health Plan: Coverage & Community Support



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

Removing Barriers Through Community Connection: The Norcross Community Health Fair



Access to health coverage is an important foundation for better health, but families may also face barriers to preventive care, nutritious food, health information and other essential resources. Ambetter from Peach State Health Plan is committed to helping address those challenges by connecting members and communities with support that extends beyond coverage.

On September 6, 2025, Peach State Health Plan partnered with Ambetter Health and 11 community partners to host a Community Health Fair at Lucky Shoals Park Community Center in Norcross. Designed as a one-stop destination for health, wellness and community support, the event brought free health screenings, education, care navigation and community resources directly to local families.

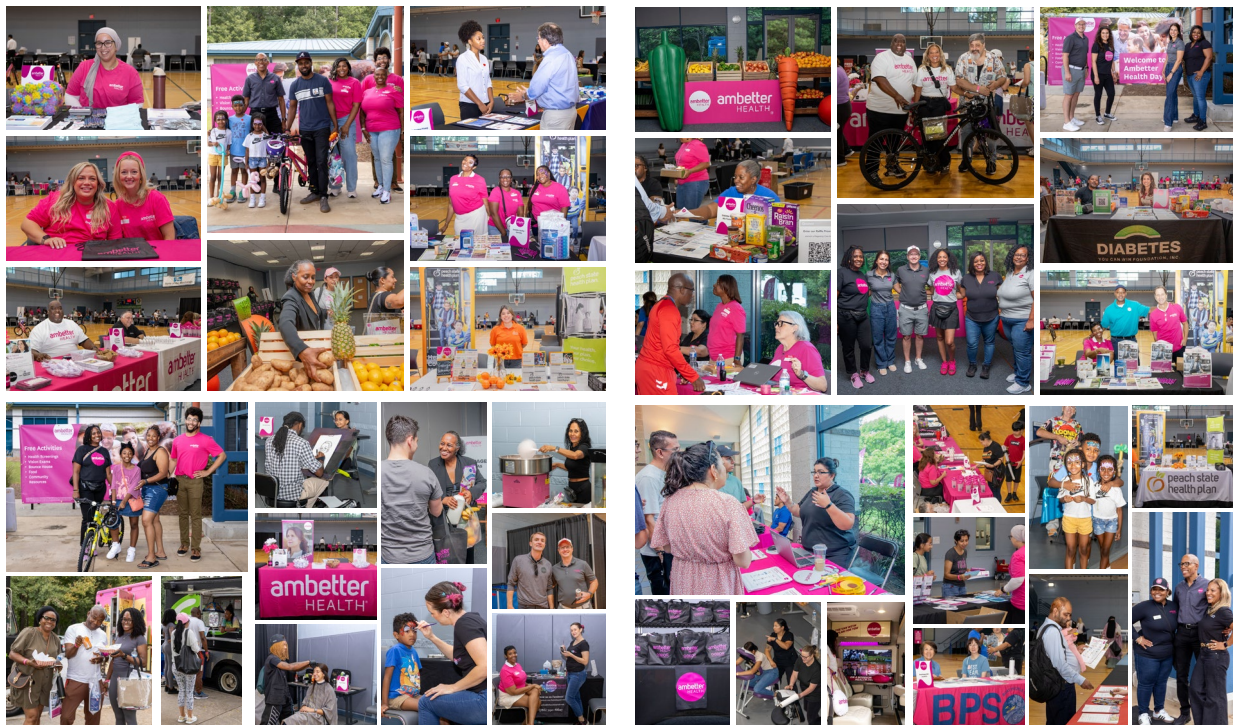
Attendees received vision, A1C, blood pressure, BMI and mental health screenings, along with personalized assistance connecting to additional care and resources. Multilingual support helped make services more accessible to the diverse community. The event also featured the Goodr Pop-Up Market, providing access to nutritious food alongside family-friendly activities.

Continued ►

Ambetter from Peach State Health Plan

The Norcross Community Health Fair *Continued*

The Norcross Community Health Fair created opportunities to identify potential health needs, connect individuals with follow-up resources and provide families with tools to support their health beyond the event. By bringing preventive services and community resources closer to where people live and gather, Peach State Health Plan and Ambetter Health are helping expand access, strengthen community connections and support healthier futures for Georgia families.



Wellcare: Healthcare Done Well

Wellcare offers a range of Medicare products, including Medicare Advantage and Medicare Prescription Drug Plans, which provide affordable coverage beyond Original Medicare.



Walk With the Doc

To support our Wellcare members in adopting healthier lifestyles and to address the growing prevalence of diabetes, we launched an initiative focused on promoting regular physical activity. Walk With the Doc was designed to encourage healthier habits, support diabetes management, and enhance the overall well-being of our Medicare members.

This initiative emerged from a Diabetes Workgroup convened in Q1 2025, where the need for increased member education and awareness was identified. Walk With the Doc is a community-based event that brought members together with Dr. James Richardson, our Chief Medical Officer, for a meet-and-greet and educational discussion on the importance of maintaining a healthy lifestyle. The event included a guided 20-minute walk, reinforcing the value of physical activity and providing members with an accessible, engaging way to take steps toward improved health.



Wellcare: Healthcare Done Well

Wellcare Presents:

BP H.U.B.s (Helping Understand Blood Pressure)

Wellcare hosted monthly reoccurring blood pressure H.U.B.s where blood pressure readings were conducted. Members were also provided with educational materials to manage and control their blood pressure.

Launched in September 2025, BP H.U.B.s (Helping Understand Blood Pressure) is a recurring, community-based series that brings convenient blood pressure screenings and education to Medicare members across the Atlanta, Southeast, and Southwest regions. From September–December 2025, the team reached out to over 1,800 members to help close key care gaps. Building on early lessons learned, the program will sharpen outreach in 2026 and expand support through text notifications, BP Care Kits, pharmacy-led medication adherence education, and monthly follow-ups to help members overcome barriers and stay on track.

“ *Hosting a blood pressure drive has made a tremendous impact ... convenient and welcoming space ... free screenings, education, and one-on-one support.”*

— **Deyunna Stephens**, Community Resource Coordinator

In-Home Visits Improve Access and Quality for Medicare Members

In late 2025, Peach State Health Plan piloted an In-Home Assessment initiative to reach Medicare members with outstanding quality care gaps who had not been successfully engaged through traditional phone outreach. Community Health Workers brought personalized support directly to members' homes in Columbus (Muscogee County), Savannah (Chatham County) and Atlanta (Fulton County).

Through face-to-face outreach, Community Health Workers helped members reconnect with care, schedule provider appointments and address key quality measures, including:

- ▶ Diabetic Eye Exams (EED)
- ▶ Osteoporosis Management (OMW)
- ▶ Blood Pressure Management
- ▶ Health Risk Assessment Gaps

Building on lessons learned from the pilot, Peach State Health Plan will continue the initiative quarterly in 2026 and enhance member outreach through text notifications. The initiative shows how targeted, community-based outreach can strengthen connections to care and improve health outcomes.

Wellcare: Healthcare Done Well



“ In 2025, we embarked on our In-Home Assessments (IHA) initiative, which allowed us to engage with members in ways we had never done before. This approach presented us with challenges that spurred growth and fostered a more strategic mindset to tackle the tasks ahead. Moreover, we witnessed firsthand the appreciation members have for the efforts of Community Health Workers, whether their work took place within the community or through IHA. During these assessments, we were able to assist members by setting appointments, answering questions, resolving provider issues, and closing care gaps. These efforts will not only improve our metrics but also help to enhance our future ratings. Most importantly, seeing the tangible impact of our work on the health and well-being of our members was rewarding. This initiative demonstrated our commitment to our members' health and showed them that we genuinely care. As we move forward into 2026, I as an individual contributor am eager to build on this momentum and make an even greater impact on the lives of those we serve.”

— **Ken Glenn**, Community Resource Coordinator

Mission in Action

Continuity of Care Success Story – The Dalloul Family

When member Omar Dalloul was unable to renew his Pathways eligibility, the family faced the sudden loss of healthcare coverage at a time when ongoing medical care was essential. Both parents' Peach State Health Plan coverage had become inactive, placing upcoming provider appointments at risk and creating immediate concern about the family's ability to manage their health needs.

Recognizing the urgency, Community Resource Coordination (CRC) team member Mattou provided timely, hands on support. She provided real-time assistance, staying on the line to troubleshoot issues and successfully completed the renewal process. She conducted a full household coverage review, quickly identifying which plans were inactive and needed urgent correction. Throughout the process, she ensured all documentation was accurate, helped prevent delays in care, and offered reassurance and clear communication during a stressful and confusing time.

The Dalloul family's experience highlights the vital role CRCs play in safeguarding continuity of care and preventing disruptions that can negatively impact member health. It reinforces Peach State Health Plan's commitment to equitable, timely, and member-centered support, as well as the value of proactive outreach and cross-family enrollment checks. Above all, it showcases PSHP's mission in action: removing barriers, reducing stress, and keeping families connected to care when it matters most.





pshp.com

1-800-704-1484

TDD/TTY 1-800-255-0056



facebook.com/PeachStateHealthPlan



peachstatehp



@PeachStateHealthPlan



Peach State Health Plan

1100 Circle 75 Parkway
Suite 1100
Atlanta, GA 30339



© 2026 Peach State Health Plan.

All rights reserved. PSHP_060126_0218, GA_12079