



**Community Impact  
Report 2022**

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

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# Our Commitment

## Our Community. Our Purpose.

Since 2006, Peach State Health Plan has worked tirelessly to fulfill the needs in healthcare and help more under-insured and uninsured individuals. Today, this long-held commitment to the lives of children, families, older adults, people with disabilities and many more is encapsulated in our purpose:

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

# Our Beliefs

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



## CEO's Welcome



Since 2006, Peach State Health Plan has been committed to the mission and purpose of transforming the health of the community, one person at a time. We are proud that our services allow members to receive the kind of care

we would want for any loved one. There is

no limit to improvement, and we are excited to continue adapting to the evolving needs of the great Georgia communities we serve.

I am honored to lead a team of professionals that achieved record successes in 2022. As our community continues to recover from the pandemic, Peach State has been a reliable source for our members and providers when they've needed us the most. The retention of members is a testament to our hard work and dedication to provide quality care.

In 2023, Peach State Health Plan will keep supporting members and providers while strengthening connections to contribute to successes. I'm excited for the opportunities afforded to us as our 2022 accomplishments drive us into the year ahead.

### **Wade A. Rakes**

President & CEO, Peach State Health Plan

## Executive Leadership Team



**Laquanda Brooks**  
Senior Vice President,  
Population Health &  
Clinical Operations



**James A. Richardson, MD**  
Chief Medical Director



**Urcel R. Fields**  
Chief Operating Officer



**Jason Skipper**  
Vice President,  
Government Relations &  
Business Development



**Robert J. Friedrichs**  
Plan Chief Financial Officer



**Annette L. Zerbe**  
Vice President, Compliance

## At a Glance

Services Offered | Medicaid, PeachCare for Kids® and Planning for Healthy Babies, Health Insurance Marketplace, Medicare Advantage

First Year of Operations | 2006

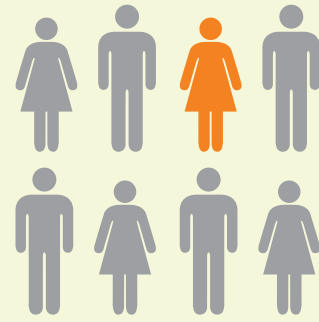
Number of Providers | Over 30,000

Number of Hospitals | Over 200 including border hospitals in TN, SC, FL, and AL

Number of Members | Over 1.4 million

Number of Counties Served | 159

Number of Employees | 454



Serving  
**1 in 8**  
Georgians

The #1 organization in membership for both Medicaid and Marketplace.

## Our Pillars



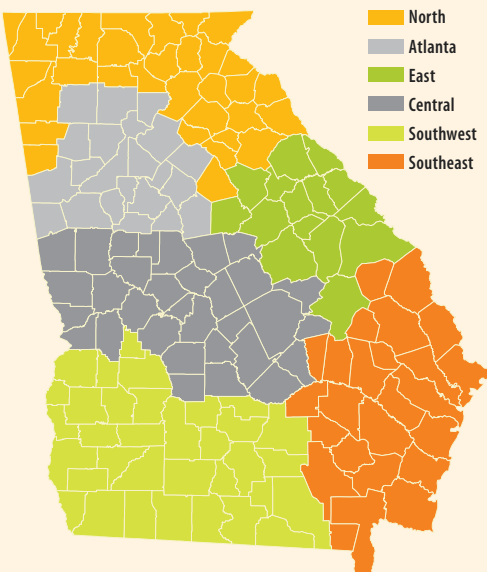
Focus on the  
Individual



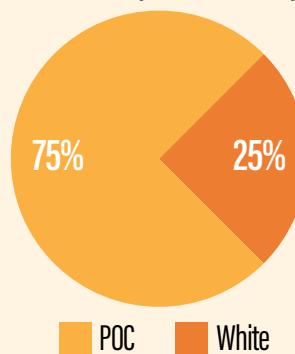
Whole  
Health



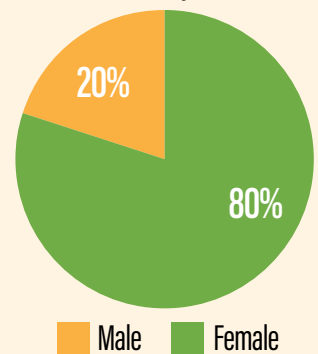
Active Local  
Involvement



Workforce by Race/Ethnicity



Workforce by Gender



# Peach State Health Plan Products



## Medicaid

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



## Ambetter from Peach State Health Plan

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



## Wellcare

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

# 2022 Community Impact by the Numbers



Charitable contributions:  
**\$431K+**



Baby supplies:  
**114K diapers**



School kits:  
**3K+ kits**



Care kits:  
**1300+ kits**



College scholarships:  
**\$50K**



Dorm room supplies:  
**\$7K+**



Meal kits for homeless:  
**900+ meals**



Financial grants:  
**\$35K**



Meals to feed newborns and babies:  
**40K+ meals**

# Peach State Health Plan in the Community

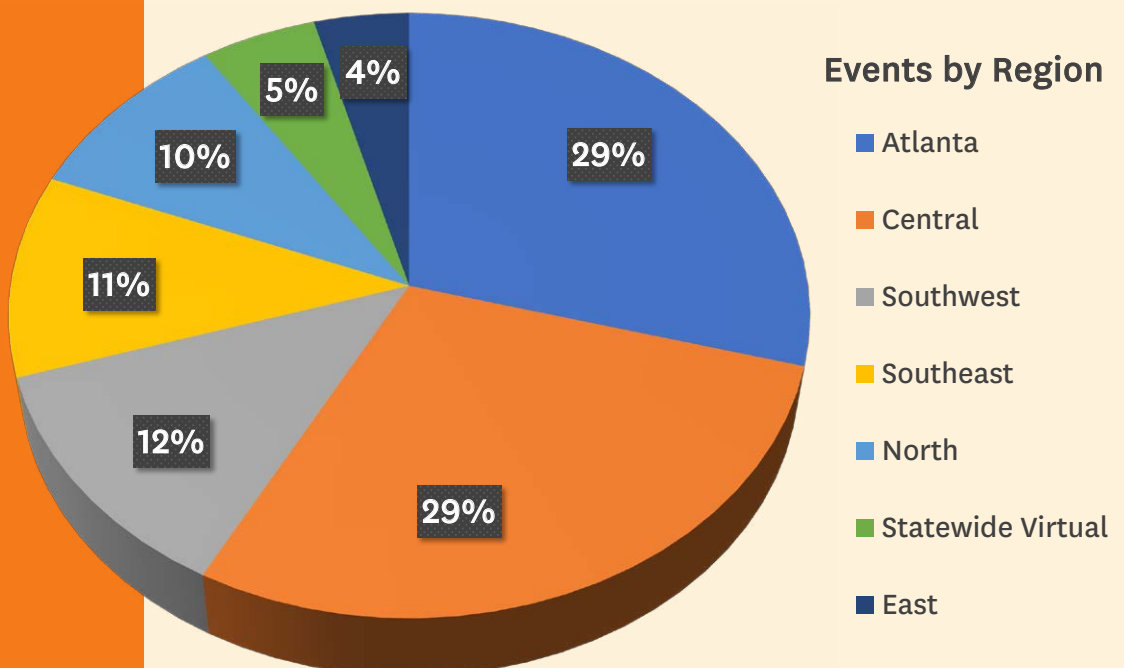
Community events, partnerships, and employee volunteerism are critical to the mission to reach and assist Georgians along their individual health journeys. In 2022, Peach State Health Plan executed our mission through hosting, sponsoring, and participating in over three-hundred events, statewide, through all six Department of Community Health (DCH) regions. These were held virtually, indoors, outdoors, and via drive-through.



Community Events:  
**367**

Event Attendance:  
**160,809**

Member Impact:  
**8,296**





## Member Community Advisory Board

Peach State Health Plan holds four annual Member Community Advisory Board meetings each year on a quarterly basis. These meetings provide an active forum for members to become personally involved and connect to our health plan, advocate for our community worth and value, and create a space where members and their families can share feedback, ideas and suggestions that help to continuously improve the plan.

- Three virtual statewide sessions with over 70 participants (members, partners, and staff)

## New Member Orientation

New Member Orientations are hosted each month in the six regions of the state. Members are encouraged to meet Community Relations Representatives in their communities to learn about Peach State Health Plan, how to take advantage of the Value-Added Benefits, select their primary care physician (PCP) and primary care provider (PCD), and navigate the online member portal.

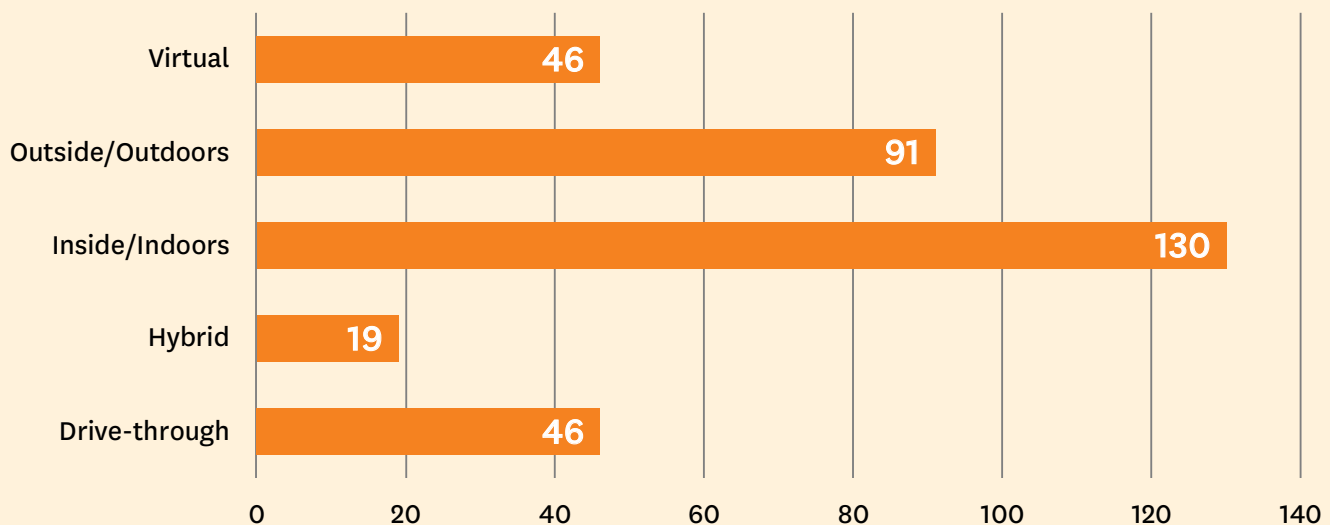
- 40 New Member Orientation sessions
- 23 In-person sessions
- 17 Virtual sessions
- Over 90 members touched in 2022 during New Member Orientation sessions.

## Peach State Health Plan Cares

In June of 2022, Peach State Health Plan launched its Peach State Cares campaign to raise brand visibility while expanding our services and support to the communities it serves. The events provide free, essential household items such as hygiene and first aid kits. Peach State Health Plan staff members reached thousands of members, educating them on the benefits they are offered while providing additional resources to support their individual health journeys.

- 17 events
- More than 1,400 attendees
- 440 impacted members

### Event Format

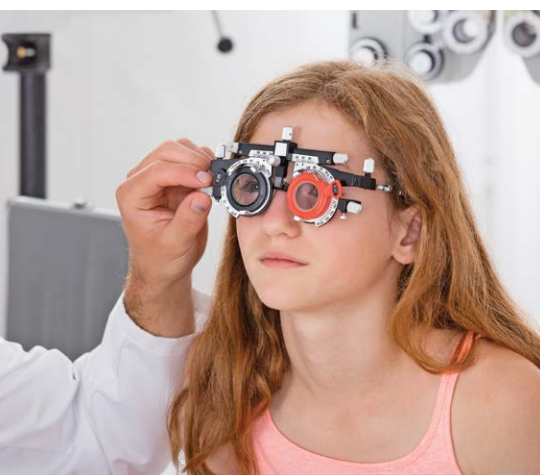


# Peach State Health Plan in the Community



## Vision Van

In November, Peach State Health Plan partnered with the Envolve Vision Van to provide no-cost vision screenings, resources, and education to elementary school students in underserved areas of Northwest Georgia. More than 1,500 students at three elementary schools in Murray, Walker, and Whitfield Counties received vision screenings, a no-cost pair of sunglasses with their vision screening results, and an eye care information packet for their parents and caregivers with instruction on proper vision. Two to three weeks after their vision screenings, students who required corrective lenses received a pair of prescription glasses, by mail and at no charge, courtesy of Peach State Health Plan.







## 2022 Fountain City Classic

In November, all three lines of business – Medicaid, Medicare, and Marketplace – were represented at the Fountain City Classic (FCC), an annual American football game featuring two Historically Black Colleges and Universities (HBCUs) in Columbus, Georgia. Students, alumni, state representatives, local leaders and surrounding communities came together to celebrate both schools' heritage. The event garnered a crowd of over 40,000 people.





## Baby Formula Donations

In July, to help alleviate ongoing supply shortages of baby formula, Peach State Health Plan delivered critically needed infant and baby formula to medical providers in underserved areas of Georgia. Over 200 cannisters of formula were distributed to pediatric clinics in Southwest Georgia and Atlanta. This provided approximately 4,200 meals to feed newborns and babies.

*“I am proud of the public-private partners that are banding together to support Georgians in need,” said Governor Brian Kemp. “At the state level, we will continue working with relevant agencies and other stakeholders, like Peach State Health Plan, who are rising to meet the challenge before us and helping assist parents and newborns in need.”*





## College Scholarship/Dorm Room Supplies Winners

In Fall 2022 Peach State Health Plan invited active members enrolled in a two- or four-year college, vocational, or technical school to submit a 500-word essay on: How will receiving a scholarship from Peach State Health Plan help you achieve your career and/or life goals?

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

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

- Davion Peterson, Reinhardt University
- Alaysia Bundy, Georgia Gwinnett College
- Aaron Clark, Georgia Southern University
- Chelsea Hill, The Art Institute of Atlanta
- Angelina Parente, University of South Carolina

Peach State Health Plan awarded \$7,650 in gift cards to 17 members who were incoming college freshmen to assist with dorm room supplies.





# Ambetter from Peach State Health Plan in the Community



## NASCAR

Ambetter donated 100 tickets for military service members to attend the NASCAR Cup Series race at Atlanta Motor Speedway in March 2022. The Centene Charitable Foundation donated \$100,000 to Speedway Children's Charities, the official charity of Speedway Motorsports.



## Mural at Plaza de Fiesta

Three Chamblee Charter High School students were recognized for their winning design for the Peach State Health Plan HeArt My Block mural contest featured at the Plaza Fiesta. The Plaza Fiesta is a well-known location within the Hispanic community for events and gatherings, garnering attendance from all over Georgia and neighboring states. Peach State Health Plan partnered with MTM Universe and the Plaza Fiesta to select the home of Georgia's first HeArt My Block mural to further engage with the local community. The health plan aims to address healthcare inequity by further developing relationships through initiatives and events such as HeArt My Block.







### Falcon's Tailgate

To promote the Health Insurance Marketplace Open Enrollment, Ambetter from Peach State Health Plan and V-103 The People's Station sponsored tailgates at Mercedes-Benz Stadium for Falcons games. Former National Football League (NFL) Atlanta Falcon's Wide Receiver, Harry Douglas, energized the crowd to kick off the football season. Later in the season, NFL Pro Football Hall of Famer Champ Bailey greeted fans while sporting his Ambetter from Peach State Health Plan shirt!



### V-103 The People's Station Winterfest

Ambetter from Peach State Health Plan was the key partner for V-103 The People's Station's annual Winterfest event held at State Farm Arena. Ambetter from Peach State Health Plan set up in the highly coveted arena entrance. Team members gave branded resources and support materials to event attendees.

## Peach State Health Plan Recognitions

### **Peach State Health Plan named Corporate Partner of the Year**

Peach State Health Plan staff attended Fulton County Commissioner Marvin S. Arrington Jr.'s District 5 Community Awards Dinner where the health plan was awarded Corporate Partner of the Year. A longtime partner of Commissioner Arrington, Peach State Health Plan often collaborates with both his district and the Georgia Spartans men's basketball team to support Georgians through family-friendly events that inspire and encourage active lifestyles and a sense of comradery within communities.



## Peach State Health Plan Partnerships

### **Peach State Health Plan partners with Behavioral Health Center of Excellence**

Behavioral Health Center of Excellence (BHCOE), a data-driven healthcare accreditor, began a strategic partnership with Peach State Health Plan that will research and advance continuous improvement in Applied Behavioral Analysis (ABA) treatment delivery. This will support access to quality services for people on the autism spectrum and related developmental disabilities. The partnership brought together BHCOE's quality measurement expertise as the international standards developer and accreditor for ABA therapy organizations with Peach State Health Plan's commitment to delivering integrated, high-quality, and cost-effective services in underserved communities across the state.



### **National Council on Independent Living NCIL / Barrier Removal Fund – acknowledged by national publication**

Peach State Health Plan announced a partnership with the National Council on Independent Living (NCIL) to help improve access to care for patients with disabilities through the Barrier Removal Fund program. The goal of the program is to increase the number of health plan providers in Georgia that meet and exceed state and federal disability access standards. Providers will receive funding for an array of projects, from purchasing equipment designed specifically for patients with disabilities to building Americans with Disabilities Act (ADA)-compliant structural improvements such as handrails, wheelchair ramps, and sliding doors.

Barrier Removal Fund projects received more than \$100,000 in funding toward the support of 16 healthcare facilities across the state.





## Seven Georgia Healthcare Providers Receive Grants for COVID Vaccination Efforts

Peach State Health Plan awarded \$35,000 in financial grants to seven Georgia providers for ranking among the top 100 providers with the highest increase in COVID-19 vaccination rates. The grants were a result of an initiative formed by Peach State Health Plan's parent company, Centene Corporation, to encourage providers to educate members about the COVID-19 vaccine. The top 100 providers with the highest increase in vaccination rates after the initiative would receive a \$5,000 grant for medical equipment upgrades for their facilities to better serve their communities.

- Buford Norcross Primary Care, Southbridge Parkway, Alpharetta, GA
- Better Health Medical Group, Steve Reynolds Boulevard, Norcross, GA
- Gwinnett Hospital System, East Crogan Street, Lawrenceville, GA
- SY Med, LLC, Philip Boulevard, Lawrenceville, GA
- QCPI-VillageMD, PC, Old Norcross Road, Lawrenceville, GA
- Sumter Pediatrics, LLC, GA Highway 27 E, Americus, GA
- Stone Mountain Family Medicine, Hairston Road, Stone Mountain, GA

## City of Refuge Donation

Atlanta is comprised of 240 unique neighborhoods. The neighborhoods nestled on Atlanta's Westside



have felt the ongoing effects of systemic inequality as seen in increased rates of poverty, crime

coupled with a lack of access to affordable housing, healthcare, youth programs, and job opportunities. In support of Westside Atlanta-based non-profit City of Refuge's efforts to expand services to residents of the area, Peach State Health Plan and parent company, Centene Corporation, contributed to the Breaking

Barriers, Building Momentum capitol campaign. The contributions will support the development of a new Transformation Center, which will feature additional housing, job training and economic support services.

## V-103 The People's Station

Peach State Health Plan and V-103 The People's Station have held a long-standing relationship. The collaboration allowed Peach State Health Plan to reach Metro Atlanta area members in various arenas, events, and messages via radio. Highlights of our partnership with V-103 include participating and sponsoring events and initiatives such as:

- For Sister's Only Empowerment Brunch Series with Shamea Morton and Joyce Littel,
- Black Music Month
- Acknowledging the sacrifice and hard work of educators in Metro Atlanta through the Teacher of the Month campaign
- V-103's Winterfest concert co-sponsored by Ambetter from Peach State Health Plan.

## Fulton County School Board

Peach State Health Plan and the Fulton County School Board partnered to fill libraries at local elementary schools. The initiative, under the leadership of Fulton



County School Board Member Franchesca Warren, aimed to increase the availability of reading material to young Georgians. Through this new partnership, Peach State Health Plan's goal is to help double the collected books to deliver to even more elementary schools throughout Fulton County.

# Social Determinants of Health

How Peach State assisted families in their time of need.

**Peach State Health Plan served the needs of Georgians through a range of health insurance solutions. Peach State Health Plan served the Medicaid and PeachCare for Kids® population in partnership with Georgia Families.**



## Supporting the Community

In 2022, Peach State Health Plan held community events and partnered with various nonprofit organizations in assisting with member needs. For example:

- In September, a torrential downpour severely impacted many communities in North Georgia leading to a State of Emergency issuance by Georgia Governor Brian Kemp. Peach State Health Plan immediately jumped into action to support those affected by the natural disaster. Our Community Health Services (CHS) department partnered with Central Avenue Baptist Church to provide critical resources and physical support to the local community.

Our staff donated 20 cases of water, eight cases of hygiene wipes, and hand sanitizers to Central Avenue Baptist to assist with their efforts. Over 30 families found comfort and support from our CHS staff. Peach State Health Plan's donation and community support strengthens partnerships and serves community needs by addressing healthcare and service gaps.

- Peach State Health Plan collaborated with [Ready to Connect](#) to empower job seekers and their families to reach financial independence. Peach State Health Plan provided Ready to Connect with \$5,000 to aid in purchasing computers for their job readiness program for families facing unemployment and underemployment barriers in Effingham and West Chatham Counties.

The relationship has allowed Peach State Health Plan members to find employment and receive on the job training.

## Providing Better Access to Resources

Peach State Health Plan is dedicated to supporting all Georgians, including expectant and new mothers and their babies. Community partner [Safe Kids of Columbus](#) joined Peach State Health Plan during several of our community baby showers to provide additional support to our communities. They offer informational classes, such as car seat safety and safe sleep trainings, and provide free resources for completion of said classes – like car seats and extra educational resources. The relationship has allowed Peach State Health Plan members to become more aware and participate in safety classes as well as receive resources they may not be able to afford.

- Peach State Health Plan recognized Infant Mortality Awareness Month in September through a partnership with [Center for Black Women's Wellness](#). Our health plan joined the Center for their Maternal and Women's Health and Wellness event to provide two safety items that could be used by a parent to transport or secure an infant.

Peach State Health Plan's ability to provide critical resources alongside our partners not only builds community collaboration, but increases member engagement and health knowledge.



## Addressing Member Needs

Peach State Health Plan participated in community partner, [Helping Mamas'](#) team challenge to support Georgia's babies and their families. The challenge was aimed at combating a shortage of diaper and other critical resource availability that mothers and babies often face. Our dedicated staff came together, contributing to the cause both monetarily and through diaper donations. While the challenge brought a healthy competitive spirit, Peach State Health Plan is proud to be a part of the overall win: ensuring our communities have the supplies they need to be happy and healthy.

- Peach State Health Plan is dedicated to providing our community with the tools and resources they need to be proactive when thinking about their health. In collaboration with the Wellness on Wheels Mobile Unit, Peach State Health Plan held four different wellness events across Georgia. Over 30 members received breast cancer screenings, demonstrating how our partnership has expanded the availability of preventative screenings to more of our membership.
- Through our Fluvention program, Peach State Health Plan promoted vaccinations as a key to flu prevention. The goal was to drive all members toward vaccination, with a specific focus on high-risk groups.
- Peach State Health Plan used a digital care management strategy through the WellFrame Digital Communication System to engage members. This allowed members to self-report and identify barriers to receive care for chronic conditions, maternal health, behavioral health, wellness and post hospital care needs.





# Employee Volunteerism

## Feed the Hungry

Members of the Community Health Services team participated in the 2022 Atlanta Feed the Hungry event. Using all the items purchased through donations, they created 950 meals in partnership with Pious Projects. Meals were then distributed to homeless shelters around the city of Atlanta by Rescuing Leftover Cuisine.

## Helping Mamas Challenge Winner

- Peach State Health Plan proudly supported longtime community partner, Helping Mamas, in the effort to combat diaper shortages throughout Georgia, and the nation. Support was provided through employee participation in a challenge focused on filling Helping Mamas' warehouse with crucial supplies for mothers and babies.
- Peach State Health Plan contributed over \$5,000 toward the initiative, which saw an overall total of \$37,000 raised and nearly 114,000 diapers collected.

## 2022 Atlanta PRIDE Parade

- Peach State Health Plan was proud to return as a participant in the 2022 Atlanta Pride Parade. Drawing in over 100,000 people along the streets of Midtown Atlanta, the Atlanta Pride Parade is the largest event of the two-day Pride Parade and Festival. Members of the Georgia LGBTQ+ Employee Inclusion Group (EIG), cPRIDE, committee collaborated with other dedicated health plan staff to organize a colorful, stand-out float complete with balloons, health plan swag, and a fabulous DJ. Staff were joined by wonderful volunteers from the health plan, as well as family and friends, in celebration of love and diversity.



# Thank you!

Peach State Health Plan worked with a diverse network of providers throughout Georgia. Our providers delivered quality healthcare with kindness and respect. We would not be able to transform the health of our community without their support.

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

Beginning New Outreach	HealthMPowers, Inc.
Behavioral Health Services, Inc	Healthy Mothers, Healthy Babies
Big Brothers Big Sisters of Metro Atlanta	HomeTown Health, LLC
Blessings Working Together, Inc.	Hosea Helps
Boys & Girls Club	J.C. Lewis Pediatric Office
Boys and Girls Clubs of Central Georgia	J&B Medical Supply Co, Inc.
Clarke County Mentor Program	Kids Doc On Wheels
Columbus Consolidated Government	Latino Medical Student Association
Crisp County Community Council	March of Dimes Foundation
Davis Broadcasting Incorporated	Medical Association of Georgia, Inc.
Easterseals North Georgia Children Services	Morehouse School of Medicine
Feed the Hungry, Inc.	Nami Georgia
Fountain City Classic	National Coalition of 100 Black Women, Inc.
Georgia Association of Community	MECCA Chapter Phoebe Foundation, Inc.
Georgia Association for the Education of Young Children	Postpartum Support International
Georgia Academy of Family Physicians	Ready2CONNECT, Inc.
Georgia Association of Community Service	Robert W Woodruff Arts Center, Inc.
Georgia Association for Primary Health	Safe Kids of Georgia
Georgia Chamber of Commerce	Sheltering Arms
Georgia Chapter American Academy	Southeast Community Cultural Center, Inc.
Georgia Hospital Association	The Billie Jean King Leadership
Georgia Partnership for Telehealth, Inc.	The Bridge at Austin Community Center
Georgia Perinatal Association	The Center for Black Women's Wellness
Georgia Psychiatric Physicians Association	The Corporation of Mercer University
Georgia Public Health Association	The Georgia Obstetrical and Gynecological
Georgia Spartans Outreach Corporation	Together Georgia Provider Alliance, Inc.
Georgia State Medical Association, Inc.	Voices for Georgia's Children






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