

Bold Goal Journey to Impact Healthy Days

“Change happens at the speed of trust.”



TRUST

We are building trust through Clinical Town Halls, Health Advisory Boards and community engagement.



PARTICIPATION

We already see an increase in participation in clinical programs, Vitality, mail order Humana Pharmacy and new pilots with health focused community partners.



BEHAVIOR CHANGE

Participation leads to behavior change. Health screenings and medication adherence are improving. And, research shows that improved health behaviors lead to stable health conditions.



LOWER COSTS

Stable health will manifest in lower healthcare resource use, lower out of pocket costs for consumers and improved business performance for Humana. This translates into stable premiums, enhanced benefits and increased access to care, particularly preventative care.



IMPROVED HEALTH

These collective efforts will lead to improved member health, improved community health and more Healthy Days.

Our Current Bold Goal Communities



1,400+

Clinical Town Hall participants

340

Organizations involved across 7 Health Advisory Boards

28

Health Advisory Board subcommittees

12

Million residents across all markets

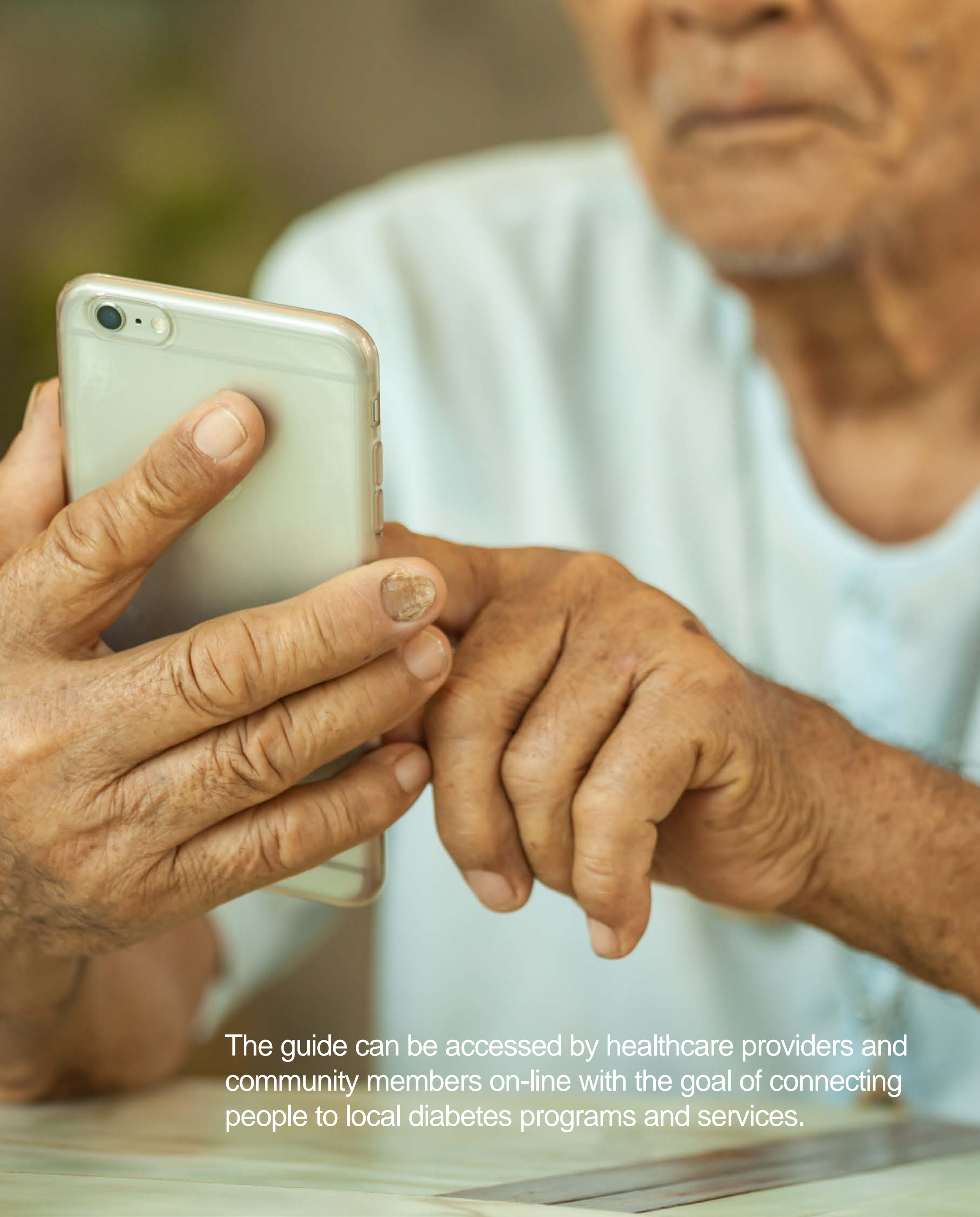
 Tier 1

 Tier 2



THE PROBLEM:

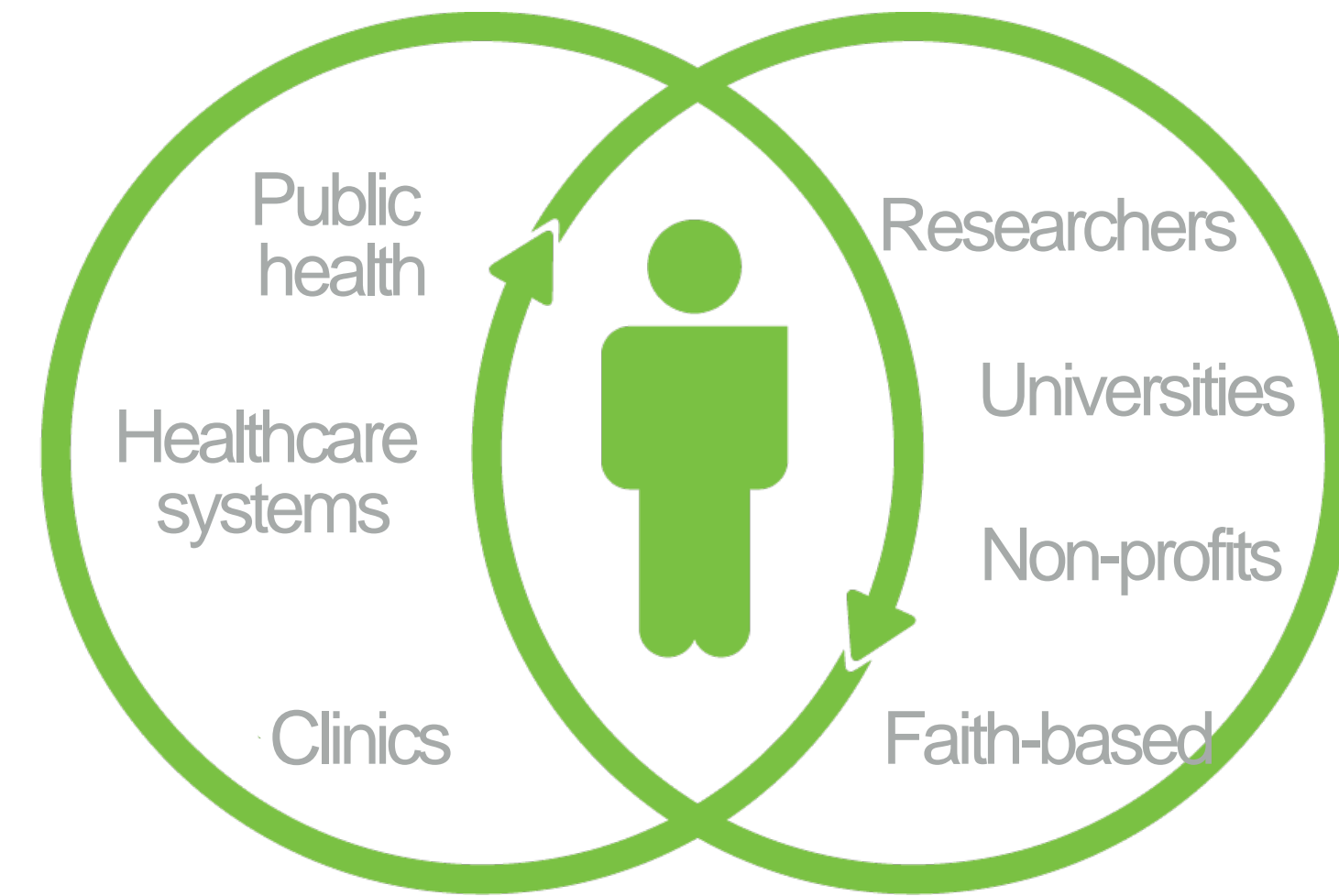
DIABETES



The guide can be accessed by healthcare providers and community members on-line with the goal of connecting people to local diabetes programs and services.

FIND A SOLUTION:

1. Convene Diabetes Organizations



2. Create A Diabetes Resource Guide

Developed in partnership with the American Diabetes Association, San Antonio Health Advisory Board and Humana, the Diabetes Resource Guide is an on-line electronic inventory of free and low-cost programs and services specifically for people living with diabetes or at risk for diabetes.



THE PROBLEM:

MENTAL HEALTH