



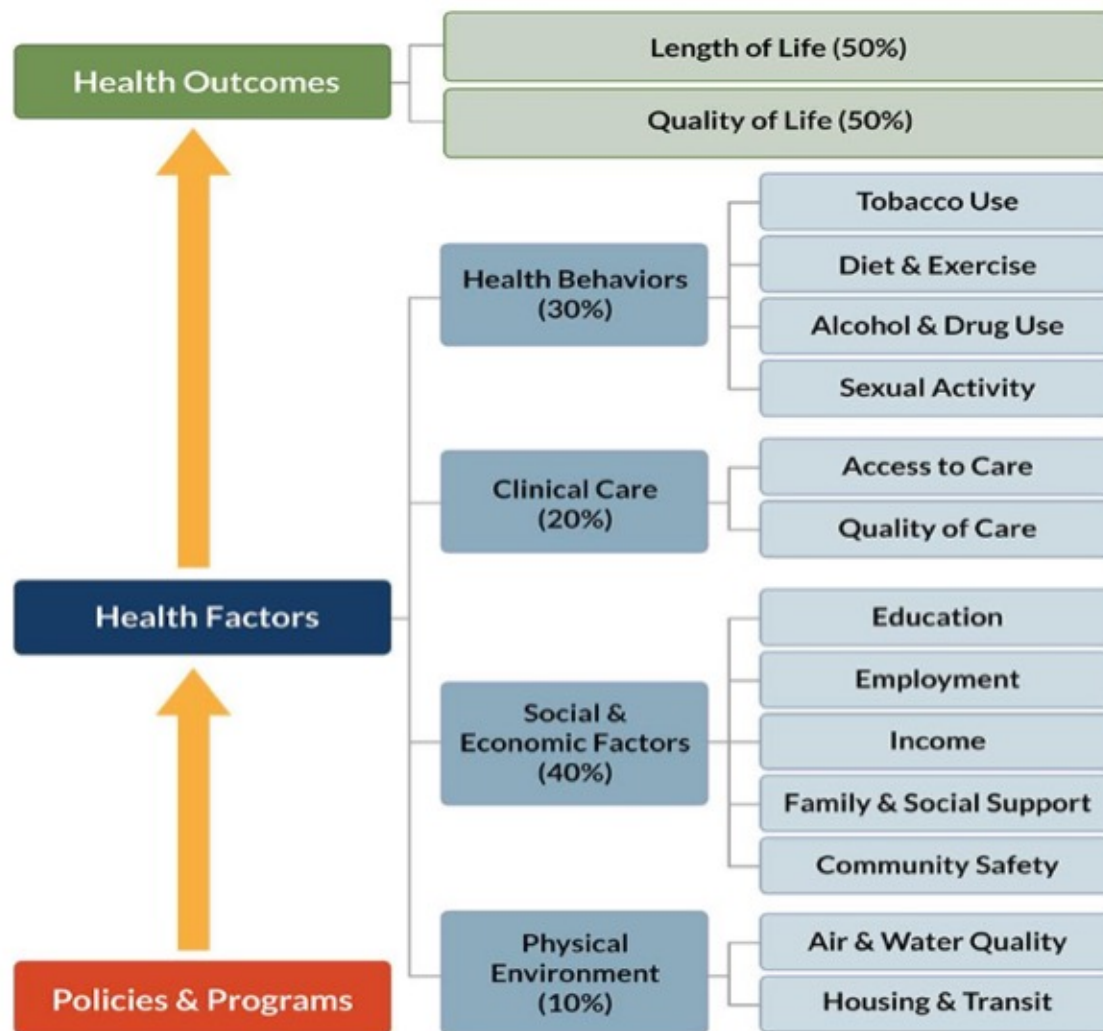
A Community Approach

Local Solutions to Address the Social Determinants of Health

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Florida Blue

Florida Blue  

What Drives Health?



Maslow's Hierarchy of Needs



Health Experts Trained to Drive Quality Care

Place of Delivery Team – Providing Support to Ensure Member Success
Improve health outcomes, functional capacity or quality of life in the right setting in a cost-effective manner while providing excellent customer service



REGISTERED NURSE CARE MANAGERS

- Expertly trained nursing staff delivering care management & prevention programs
- Staff provide transitions, care, disease and clinical management & coordination services with members treating provider.



MULTI DISCIPLINARY TEAM

- Our Registered Dietitians, Pharmacists and Regional Medical Directors provide support to our members and help drive effective medical management strategies



SOCIAL WORKERS

- Provide interventions and support to help members overcome barriers to care by addressing social determinants of health (SDoH)



CARE PARTNERS

- Supporting member needs such as behavioral health, home health medical equipment, advanced care planning



Florida Blue

Centers



There is **Something**
SPECIAL About This 
PLACE

Stop by and
meet your local
Community Specialist.

Here to help make life easier,
one day at a time.

We're here for you when you need help
getting services and support that help you
live a happier, healthier life.

Visit your nearby Florida Blue Center to speak
with a Community Specialist about access to
affordable health care services.

You can trust Florida Blue's
Community Specialists to help
you benefit from the latest
community programs and social
services, including:

- Community support resources
- Food programs
- Transportation services
- Financial assistance programs
- Life planning/advance directives
- Government programs
- Housing assistance programs
- Children & youth services
- Military & veteran services
- Health plan literacy
- Access to care
- Referrals to mental health facilities & programs
- Medication savings programs

2019 Community Specialists Statewide

YTD CS consumer consultations = 5618

YTD CS Activities = 26,565



❑ Total Estimated Savings YTD = \$5,034,579

❑ Total Community Engagements YTD = 628

Assist with Medical Benefit	2231
Assist with Dental Benefit	99
Access to Physicians/Care	1755
Access to Mental Health	263
Access to Ancillary Services	122
Refer to VBP	1031
Refer to Sanitas/Co-locate	638
Refer to Center RN/Program	2195
Assist with Medication	920
Assist with Medical Equipment	154
Assist with Claim Issues	99
Savings Assistance	1387
Daily Living Assistance	1064
Access to Food Programs	423
Jobs, Housing, Clothing	285
Access to Transportation	319
Children, Family, Caregiving	560
Elder Care Assistance	349
Health Coaching	2036
Substance Abuse Services	23
General Community Services	3661
Access to Government Programs	1437
Life Planning Activities	1479
Referral from Sanitas/Co-locate	34



Florida Blue Foundation

Helping People and Communities Achieve Better Health

The Florida Blue Foundation supports our Corporate Social Responsibility strategy, which strives for food security, health equity and mental well-being of our communities, members and employees in the state of Florida.



Impact
Food Security



Improve
Health Equity



Advance
Mental Well-Being

Community Health Workers:

Collaborating for Community Impact

HealthStreet: A Community Health Worker Model of Excellence

By: Linda B. Cottler, PhD, MPH, Associate Dean for Research, College of Public Health and Health Professions, University of Florida

Transportation is a major barrier to health care access, especially among older adults. The Department of Epidemiology at the University of Florida is addressing this issue in Union and Putnam Counties, thanks to a grant from Florida Blue Foundation.

The effort is aimed at helping adults who have transportation challenges to get their medical appointments through the HealthStreet program and the use of community health workers (CHWs). HealthStreet is an innovative community engagement program at the University of Florida that bridges the gaps in health care and health research.

The CHW model has its fingers on the pulse of the health of a community. Through the use of a health needs assessment, HealthStreet CHWs gather health histories, concerns, conditions and research perceptions from community members. By using this information, CHWs provide direct referrals to community members for medical and social services and opportunities to participate in health research.

Linda R., a community member from Union County said, "I used to leave several hours early to go to appointments to make sure I made them on time when using public transit. The transportation services offered by HealthStreet have made making it to my doctor's office more accessible and convenient."

Since April 2016, HealthStreet CHWs provided 250 referrals to medical and social services to 95 community members in the two counties. Since September 2016, CHWs provided 19 transportations to medical appointments for six community members who expressed transportation challenges as a reason for not receiving care. One of those community members from Union County Sheila O., recently became unable to drive. "HealthStreet has really helped me make all of my appointments," Sheila said.

HealthStreet Community Health Workers play an important role in building trust with the communities they serve. It is this trust that allows them to act as empowerment agents and partners in health-empowering people to be knowledgeable about local resources and acting as a source of support to meet people where they are.

Our clients agree that transportation can make all the difference when it comes to people's health.

SUMMARY

