

# Winter Support for Our Members and Communities

December 5, 2024



# Wellpoint's Community Supports in the Winter

- CHAMP Housing
- Value-Added Benefits that address SDOH gaps
  - Food insecurity
  - Foster care support
  - Community Resource Link
- Community-level Funding



# Wellpoint CHAMP Housing Stability Initiative



# CHAMP -- from Pilot to Full Initiative

- CHAMP – Changing Health: Amerigroup-Monroe Elementary School Partnership
- Highlights Integrated Case Management Capabilities
- Focuses on a Defined Geographic Areas
- Utilizes Community-Based Organization Partnerships
- Works Toward Better Member Health Outcomes
- Produces Measurable Results
- Is capable of being Replicated and Scaled



# CHAMP Housing Stability & Homelessness Diversion Fund

- Funds used for rental application fees, pay partial rent, utility bills of connection fees, temporary transportation assistance, automobile repairs, purchase beds and linens.
- Pilot year Goal: Assist up to 50 Wellpoint Iowa members who are in crisis.
- Actual Results: 124 Wellpoint Iowa members assisted in 2020
- 56% of participants received housing support
- 34% of participants received essential household goods
- Transportation support is the third most common need.



# • Scaling the Housing Stability Initiative – The Health of Humanity

*Value proposition: Our competitors do not have housing or homelessness diversion initiatives*

- Partnership started with 4 Community-based organizations in 4 counties in the fall 2020
- Added 17 counties in 2021
- Increased CBO participation in Findhelp.org Community Resource Link
- Now in 23 Counties
  - Black Hawk, Bremer, Cerro Gordo, Clinton, Dallas, Des Moines, Dubuque, Emmet, Jasper, Johnson, Lee, Linn, Marshall, Montgomery, Muscatine, Polk, Pottawattamie, Scott, Story, Tama, Wapello, Webster, Woodbury
  - Company funding approved to expand CHAMP in 2024
- More than 930 Wellpoint members have avoided eviction or transitioned from homelessness to safe, affordable housing.
- 100% members engaged in CHAMP complete a Health Risk Assessment
- 100% members engaged in CHAMP receive case management support
- Referral to CHAMP come from completed HRAs, providers of all types, community-base organizations, schools, faith-based organization, case managers and self-referrals.
- Simple referral process. Send an email to **champ@wellpoint.com**



# Value-Added Benefits



# Fresh Food Connect

To help ensure our members have access to healthy and nutritious food options, they **can select the option** that will best suit their needs:

10 Fresh, pre-measured ingredients and recipes, ready-to-cook family meals (*...think Hello Fresh*)

3 Farm fresh produce boxes

Annual (Sam's Club or Costco) Membership

Annual Membership for free online grocery delivery (*...think Instacart*)

Grocery shopping card

Members must have dx of obesity and/or diabetes to be eligible

Limit one option per member, per year.





# Home Essentials

Members can select **one of the following:**

\$50 thrift store product coded card

\$50 Walmart “discount store”

Up to \$50 worth of goods from a custom curated catalogue

- Catalogue offerings include basic household essentials such as sheets, bedding, cutlery, dishes, coffee pots, bathroom essentials and more.

Foster Care/Kinship Care and LTSS members

One per member, per lifetime.



# Personal Care

Eligible members will receive an allowance to purchase personal care and hygiene products from an online store. Items available for selection may include:

- toothbrush/toothpaste/floss
- shampoo/conditioner
- hair combs/hair brushes
- Body wash
- lotions
- footcare products
- deodorants
- feminine products

\$100 Foster Member + Kinship Care (as current benefit)

And \$50 LTSS Members



# Community Resource Link (findhelp)



# Program Information

The Community Resource Link, powered by findhelp, is Elevance Health's solution to providing a comprehensive and detailed community resource platform which is local, personalized, and easy to use. It allows case managers, providers, as well as Members to quickly identify unmet social needs and make appropriate referrals to community resources (such as housing, food assistance, job training, social support, and education). The seeker can easily search by selecting key search terms, location, and language. The system is integrated within Elevance Health's case management platform, provider platform, and Member website/apps.



# Go to the Community Resource Link and Search by your ZIP code

\*Members will use: <https://wellpoint.findhelp.com/>

## Community Resource Link

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Get help finding food, jobs, housing and other things you may need.



Type a Search Word or Phrase...

The screenshot shows a search interface with a blue header. At the top left, there is a search bar containing the word "housing" and a magnifying glass icon. To the right of the search bar, the text "Get help finding food" is visible. Below the search bar, there is a "Select Language" dropdown menu. A horizontal navigation bar contains five icons: an apple for "FOOD", a house for "HOUSING" (which is highlighted with a dark background), a lamp for "GOODS", a bus for "TRANSIT", and a heart with a pulse line for "HEALTH". Below this navigation bar, there are two columns of results. The left column lists categories: "Help Find Housing", "Help Pay For Housing" (with a right-pointing arrow), "Housing Advice" (with a right-pointing arrow), "Maintenance & Repairs" (with a right-pointing arrow), "Residential Housing" (with a right-pointing arrow), and "Temporary Shelter". The right column shows a sub-category "Help Pay For Housing - All (52)" with a list of items: "help pay for internet or phone (14)", "help pay for utilities (16)", and "housing vouchers (4)".

# Search for Programs

... or Pick a Category



# Community-Level Supports



# Wellpoint Iowa's Commitment to Community Service

Organization	Support	Location
Healthiest State Initiative	Double Up Food Bucks and Healthy Rx Program	Statewide
Green Square Meals	Winter backpack program	
ICC Compassion	Jabez Café	Davenport
New Vision's Homeless Services	Presenting sponsor for annual holiday event	NE Iowa
YMCA Supportive Housing	Laundry care and welcome baskets	Polk County
Davenport Scott County Library	Laundry tokens for winter wellness event	Davenport
Together We Achieve	Additional Food Supports	Cedar Rapids
Foster Squad	Operation Santa	Statewide





