



**iowa total care™**

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## State of the Union & Beyond

Iowa Medicaid Member Town Hall

April 13, 2023

# Agenda

- Introduction
- Mission & Vision
- Focus on Whole Health
- Focus on Community
- Resources

# Iowa Total Care (ITC)

- Awarded contract beginning July 1, 2019
- 600+ Employees throughout the state of Iowa, majority since go-live!
- 380,000+ Members



*Why we're in business*

## OUR PURPOSE

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

*What we represent*

## OUR PILLARS



Focus on the Individual



Whole Health



Active Local Involvement

*What drives our activity*

## OUR BELIEFS

We believe healthier individuals create more vibrant families and communities.

We believe treating people with kindness, respect and dignity empowers healthy decisions.

We believe we have a responsibility to remove barriers and make it simple to get well, stay well, and be well.

We believe in treating the whole person, not just the physical body.

We believe local partnerships enable meaningful, accessible healthcare.

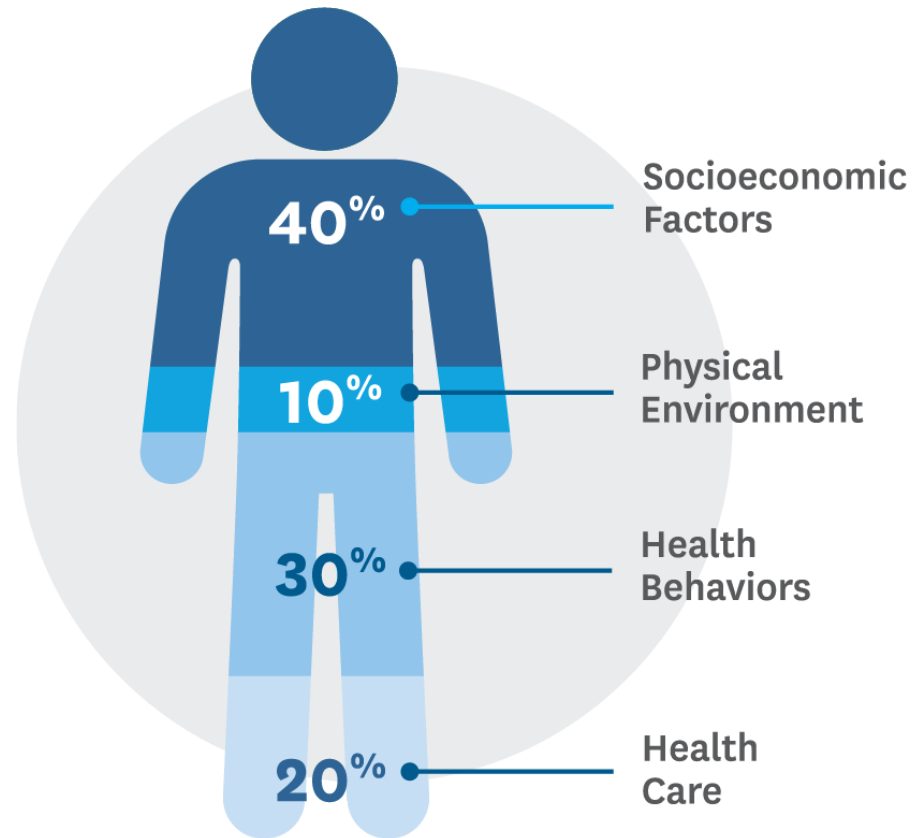
# Focus on Whole Health

## Helping Iowans live healthier lives.

Social determinants have a major impact on health outcomes, especially for the most vulnerable.

Iowa Total Care (ITC) has approximately **600 locally based employees** who are committed to helping people live healthier lives. We understand the impact SDoH has on our members. Through innovation, data collection, and analytics, ITC works to identify and remove barriers to improve health outcomes.

We also partner with **250 community organizations** that support our mission.



# Whole Health Programs Across Iowa



## An umbrella food insecurity program.

- Sponsor of 55 community gardens statewide, providing greater access to fresh produce.
- Numerous statewide partnerships and sponsorships with food banks and food pantries.



## Promotes early childhood literacy through educational resources and statewide partnerships.

- Support literacy in 200 schools throughout Iowa. This included 100 elementary schools with large free and reduced-price lunch student populations, and 100 Head Starts.
- Financial support to Broadlawns Reach Out and Read and Raising Readers programs.



100 Schools in Iowa Participant



Be Well. Eat Well. Community Garden Partner



100 Head Starts in Iowa Participant



## Helping Members Access Resources

- 1,500+ members assisted with housing needs.
- Connecting and referring members (e.g., findhelp.org & 211).



## Increasing Access to Care

- 25,000 appointments with ITC's telehealth provider.
- 12,500+ appointments for behavioral health (>50%).
- Making primary care and behavioral health care convenient and accessible. (Jul 2020 - Oct 2022)



## Promoting Healthy Behaviors

≈200,000 rewards earned by members through My Health Pays® Rewards program. Rewards used for food, rent, clothing, etc. (Jan 2022 – Nov 2022)



## Start Smart for Your Baby®

4,100 members enrolled to receive focused prenatal services and support to ensure a healthy start for young Iowans. (Jan 2022 – Nov 2022)

# Focus on Community

## 2022 Community Investment





# GREEN TO GO



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## [IowaTotalCare.com/ BeWellEatWell](https://IowaTotalCare.com/BeWellEatWell)

- **Free** cooking videos:
  - Diabetes-friendly
  - Budget-friendly
  - Kid-friendly
- New recipes released every quarter.



## [IowaTotalCare.com/ DocsKidsClub](https://IowaTotalCare.com/DocsKidsClub)

- Free to all kids 10 and younger who live in Iowa.
- Every member receives:
  - New member kit (book, sticker, member card)
  - Monthly e-newsletter

# Helpful Resources



## Pregnancy Resources

Pregnant Iowa Total Care members may receive up to \$60 in My Health Pays® rewards when they see their doctor and complete a Notification of Pregnancy form in the first trimester. Learn more on our [Pregnancy Resources page](#).



## Doula Services

This [Iowa Total Care pilot program](#) is available in Polk, Johnson, and Muscatine Counties. Doulas provide pregnant individuals with help during pregnancy and after birth. Contact the doula team at 1-877-436-8527 x0.



## Find a Provider

At Iowa Total Care, we want to make it easy for you to find a doctor to meet your needs. Visit our [Find a Provider](#) page on IowaTotalCare.com to learn more!



## My Health Pays®

Earn My Health Pays® rewards when you complete healthy activities: annual screenings, tests and more. [Log in to your member account](#) to check your current rewards balance.



## Housing Resources

Visit [Findhelp.org](#) to find programs and services for food, shelter, health care, work, financial assistance and more.



## The Doctor is in 24/7\*

Get 24/7\* access to medical care at no added cost. Schedule a virtual visit today! Download the Babylon Health app and use code ITC to register. Available on the [App Store](#) or [Google Play](#).

*\*Behavioral health services are available Monday - Friday 7 a.m. to 7 p.m. CT.*

# We Get You Connected



## **ITC Mobile App**

Benefits info and more, all from your smartphone. Available on the [App Store](#) or [Google Play](#).



## **Member Portal**

Access your healthcare information, claims, ID cards and more online. Visit [Member.IowaTotalCare.com](http://Member.IowaTotalCare.com).



## **Food Resources**

Find healthy recipes, community gardens, and additional food resources: [IowaTotalCare.com/BeWellEatWell](http://IowaTotalCare.com/BeWellEatWell)



## **Literacy Program**

Access educational tools and discover community organizations that support literacy in Iowa's youth: [IowaTotalCare.com/LiteracyProgram](http://IowaTotalCare.com/LiteracyProgram)



## **Newsletters**

Stay connected with us! Newsletters available on IowaTotalCare.com include: [Community Outreach Newsletter](#) • [Doc's Kids Club Newsletter](#) • [Teen Tips Newsletter](#)



## **ITC Member Services**

We are here to help. Contact us: 1-833-404-1061 (TTY: 711)  
Hours: Monday – Friday, 7:30 a.m.– 6 p.m. CT.

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Questions?

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