



Humana.

Setting

Bold Goals

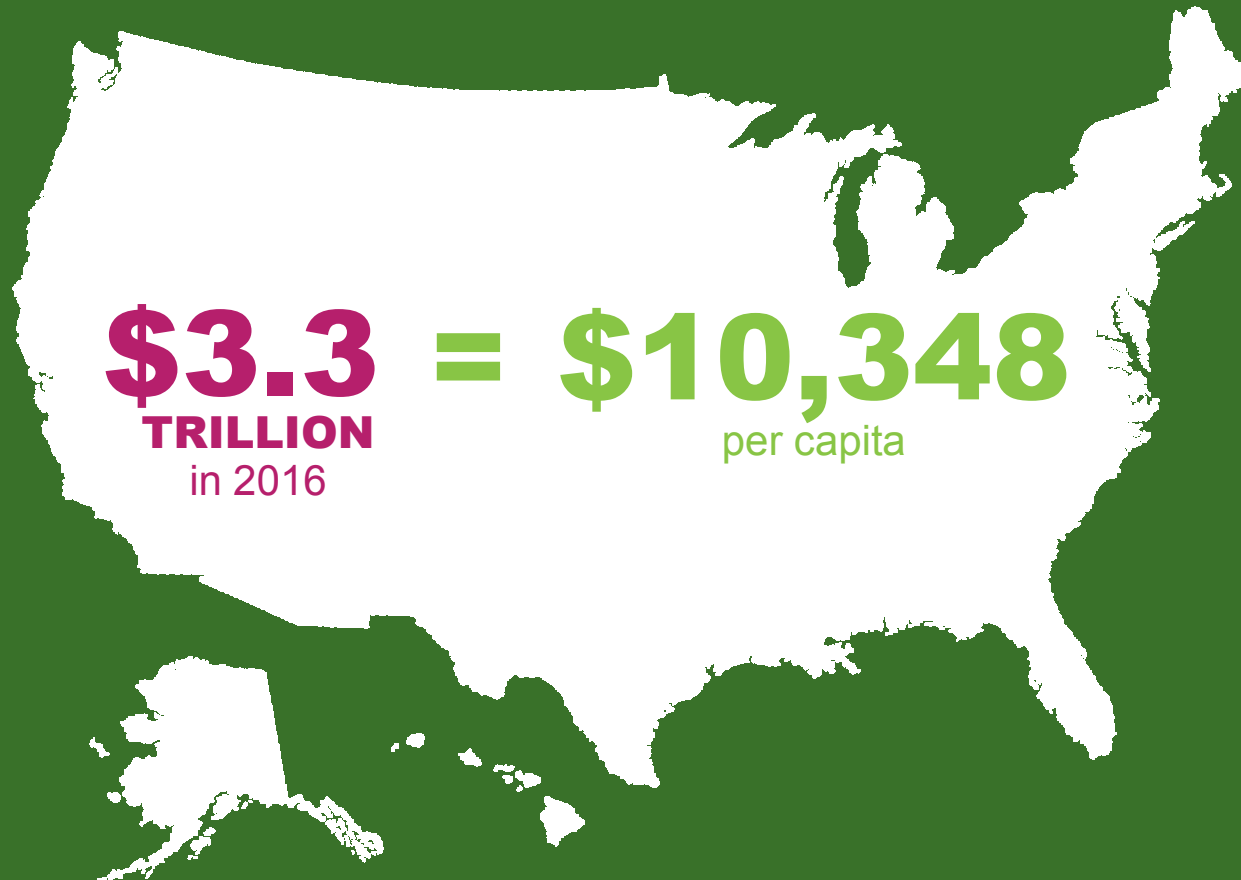
Addressing social determinants of health to create
more healthy days for patients & communities

Dr. Andrew Renda, Director

Bold Goal | Office of the Chief Medical Officer

[Humana.com/BoldGoal](https://www.humana.com/BoldGoal) | [@Humana](https://twitter.com/Humana) | [#MoreHealthyDays](https://twitter.com/MoreHealthyDays)

BAD HEALTH IS COSTING US TRILLIONS



[Health Affairs, "National Health Care Spending In 2016: Spending And Enrollment Growth Slow After Initial Coverage Expansions"]

In the U.S. in 2015...

30.3 million Americans
had diabetes.

12 million of those
were seniors.

Diabetes was the **7th**
leading cause of death.

<http://www.diabetes.org/diabetes-basics/statistics/>





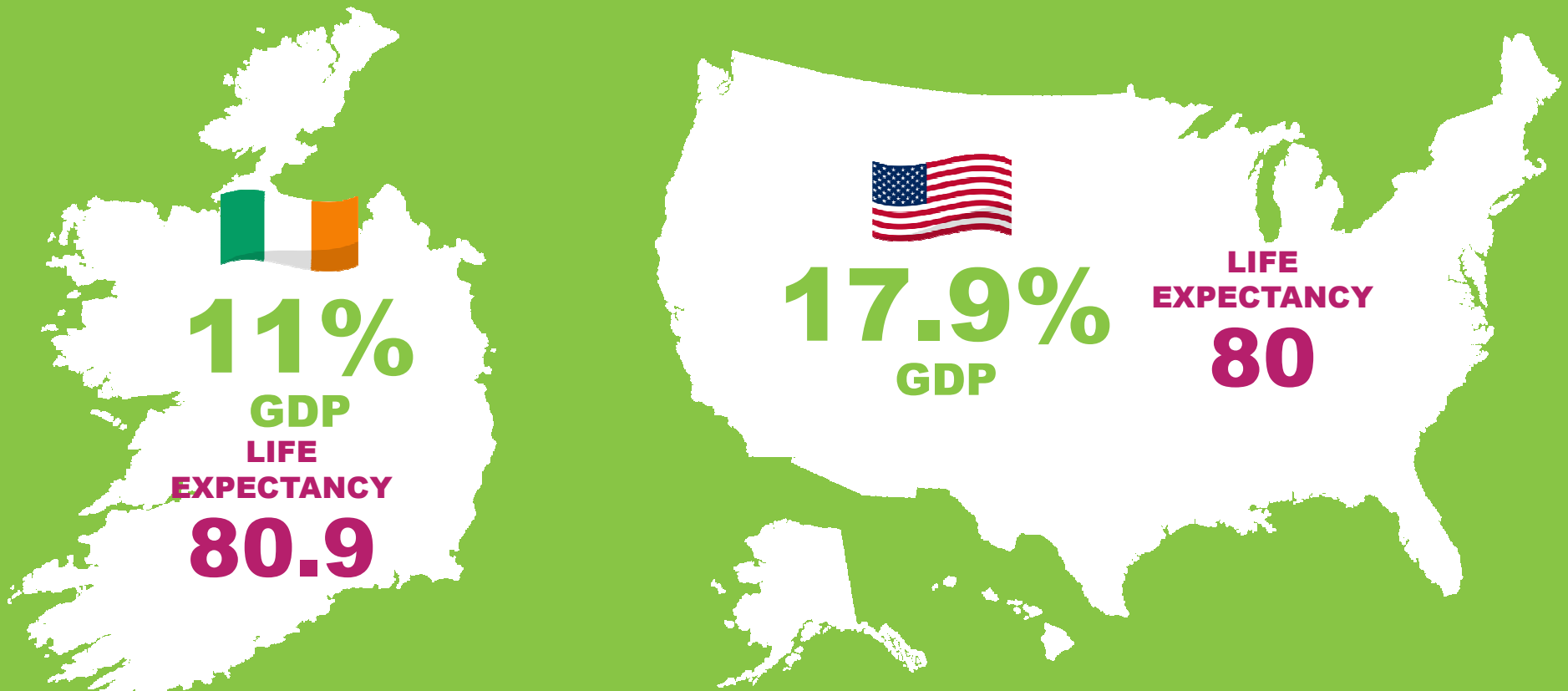
Anxiety is the most common mental illness in the U.S. and impacts 40 million American adults.

While anxiety is highly treatable, only one third receive treatment.

The leading cause of disability among Americans aged 15-44 is depression and impacts 16.1 million U.S. adults.

The lifetime risk of depression is 17 percent.

DIFFERENT INVESTMENT, SIMILAR OUTCOMES



[Health Affairs, "National Health Care Spending In 2016: Spending And Enrollment Growth Slow After Initial Coverage Expansions"
<http://health.gov.ie/publications-research/statistics/statistics-by-topic/health-expenditure/>; CIA World Factbook

We set a
BOLD GOAL
20% healthier by 2020

MEASURING PROGRESS WITH HEALTHY DAYS

1 In the last 30 days, how many days have you physically not been well?

2 In the last 30 days, how many days have you mentally not been well?



**PHYSICALLY
UNHEALTHY DAYS**

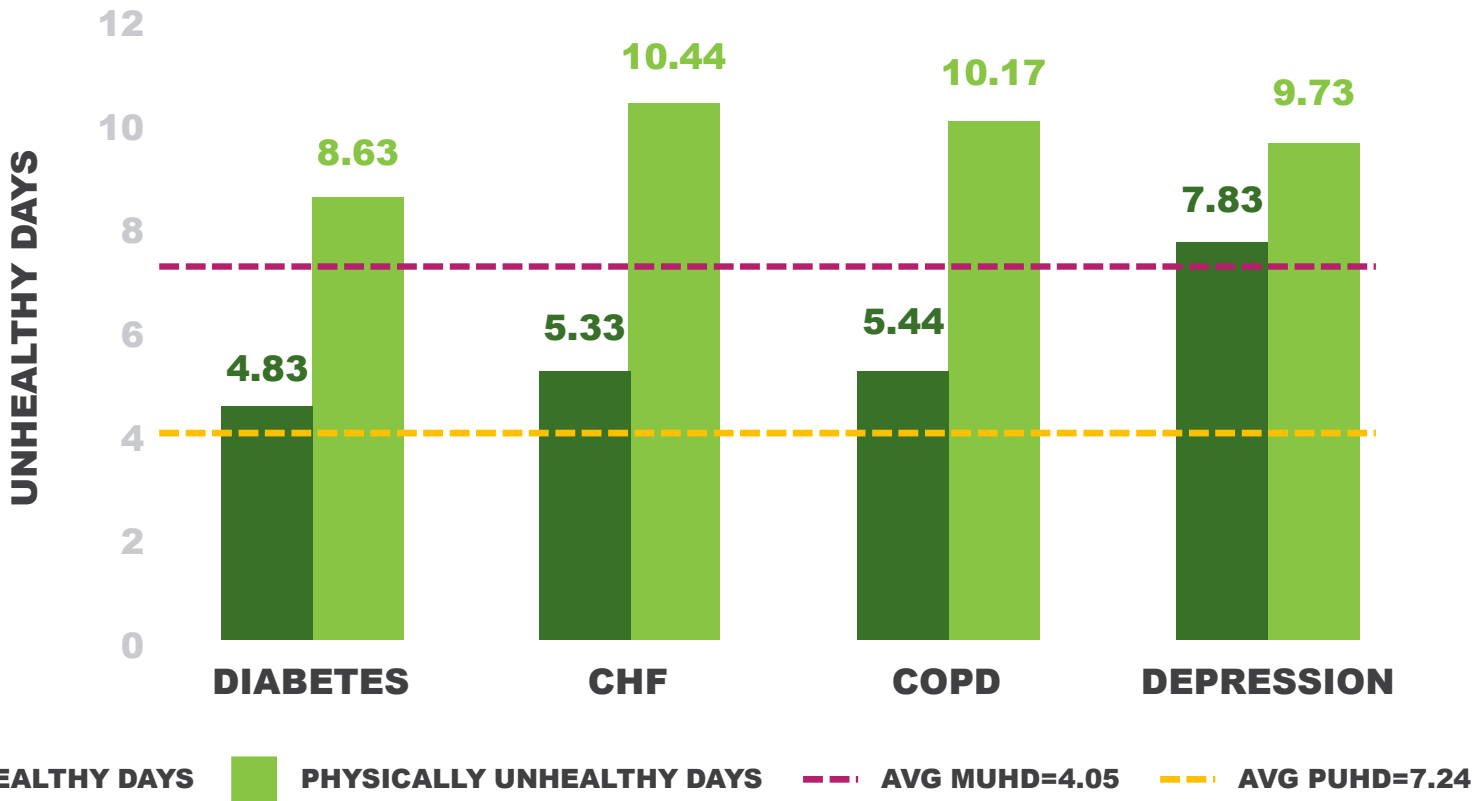


**MENTALLY
UNHEALTHY DAYS**

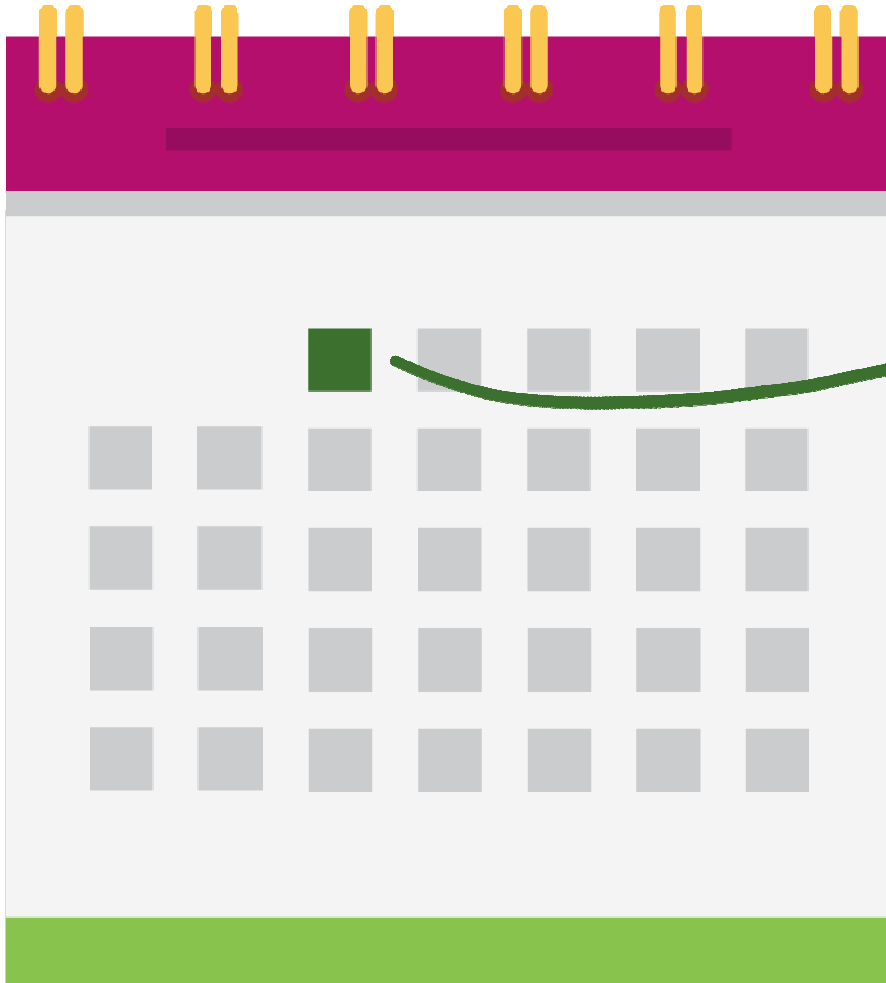


**TOTAL
UNHEALTHY DAYS**

CHRONIC CONDITIONS ARE ASSOCIATED WITH UNHEALTHY DAYS



Cordier, Lane Slabaugh, et al, "A Health Plan's Investigation of Healthy Days and Chronic Conditions," American Journal of Managed Care, Vol. 23, No. 10, October 2017



1 UNHEALTHY DAY
PER PERSON PER MONTH

\$15.64
PER PERSON PER MONTH
IN MONTHLY MEDICAL COSTS

10 HOSPITAL
ADMISSIONS
PER THOUSAND PEOPLE



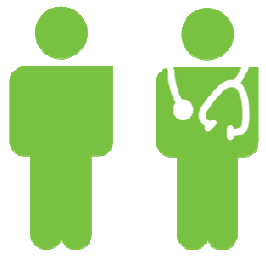
5 hours
out of **8,760 hours**
are spent in a **doctor's office**

What about the other
8,755 hours?

“ALWAYS ON METHODOLOGY”



**ALWAYS
ON**



SEE PATIENT



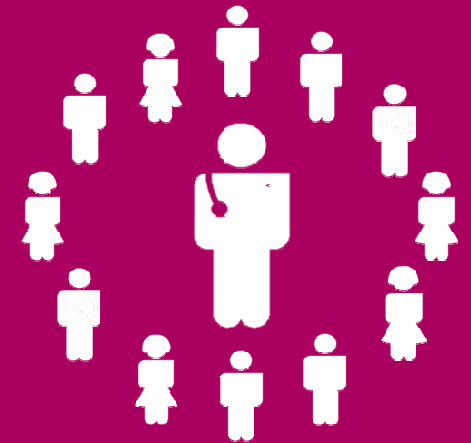
GET PAID

VALUE-BASED CARE

LOWER READMISSIONS

PREVENTIVE CARE

CARE MANAGEMENT



BUILDING BETTER RELATIONSHIPS IS AT THE CORE OF OUR BUSINESS AND PATH TO VALUE



**NONPROFIT
ORGANIZATIONS**



**GOVERNMENT LEADERS
AND AGENCIES**



**COMMUNITY
LEADERS**



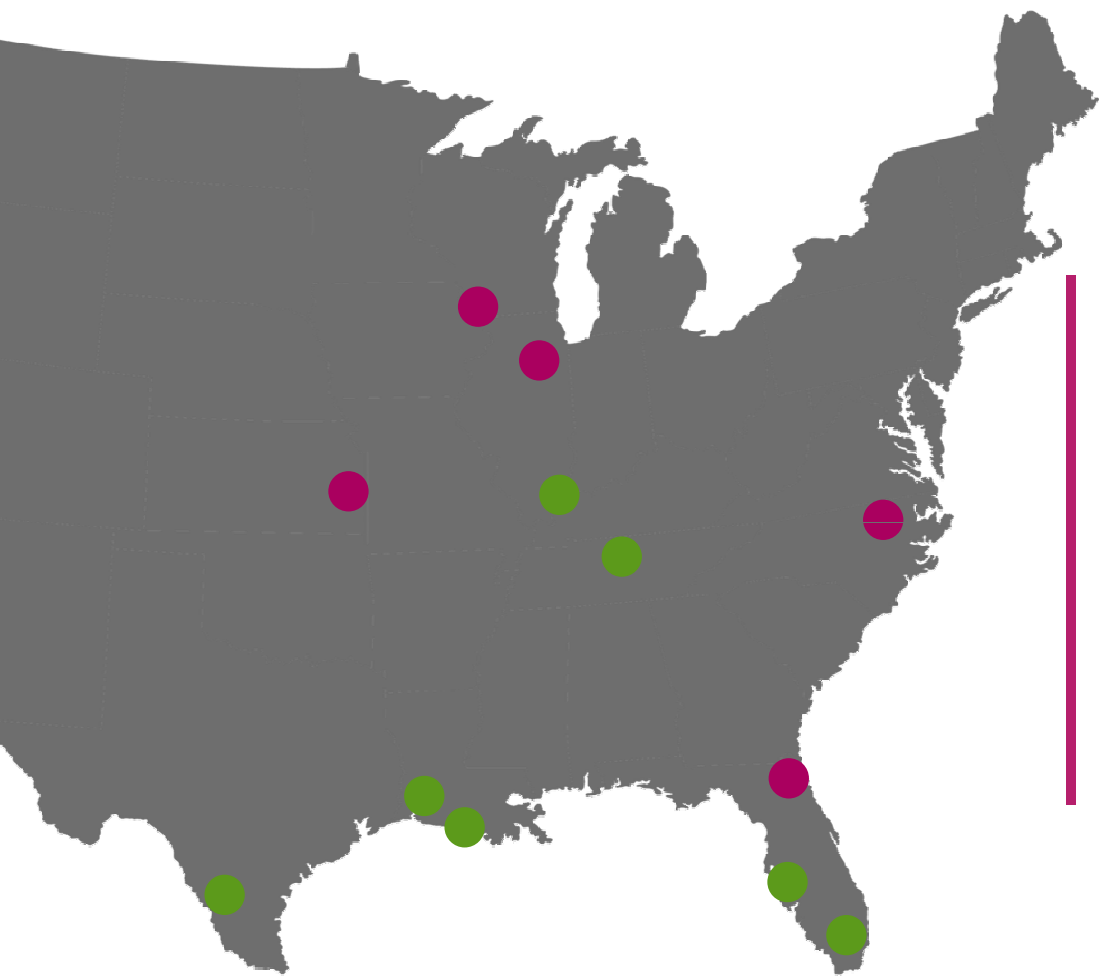
**PHYSICIANS AND
CLINICIANS**



**FOR-PROFIT
COMPANIES**



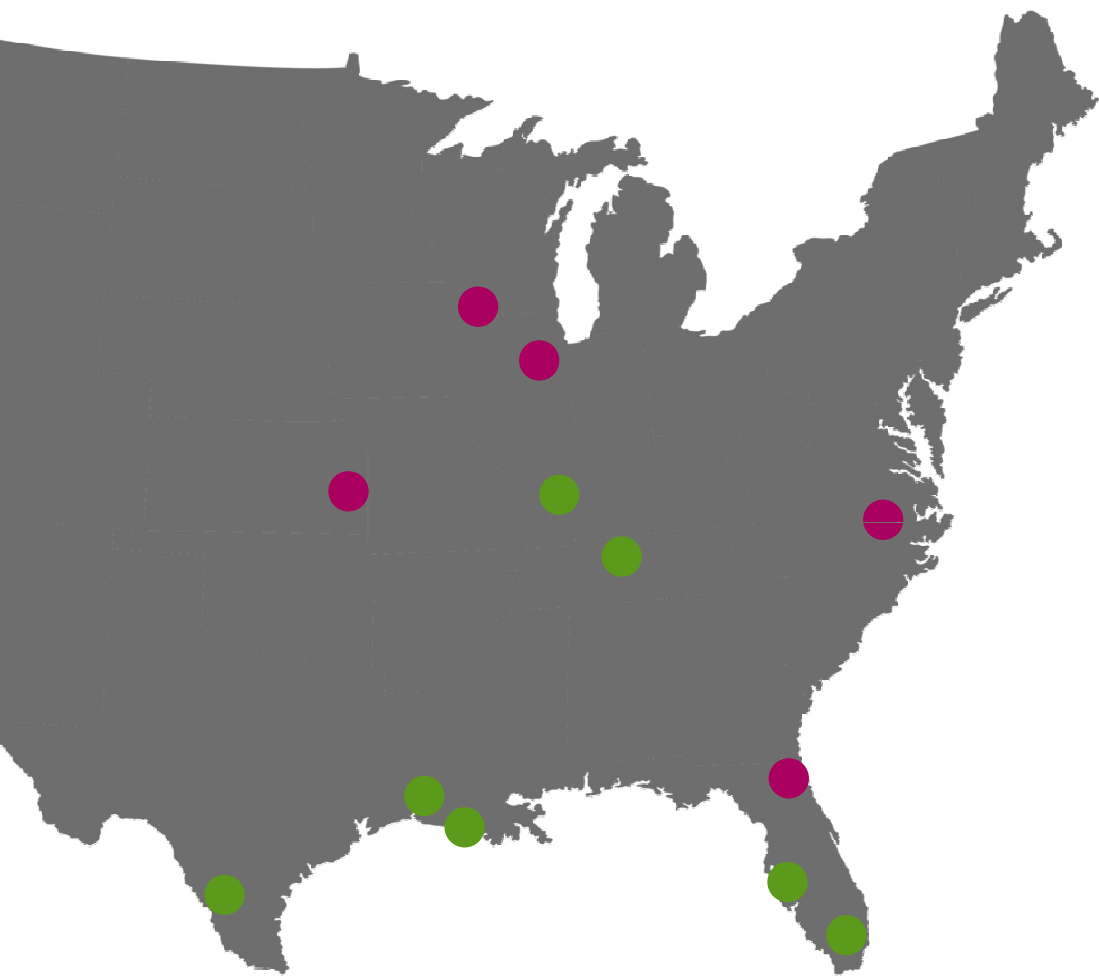
THE POWER OF COLLECTIVE IMPACT



OUR BUSINESS STRATEGY IS FOCUSED ON IMPROVING POPULATION HEALTH AT A LOCAL LEVEL.

Working with communities to improve the health outcomes of seniors, working age and low income community members by addressing social determinants of health inside and outside the clinical setting.

● Phase I **● Phase II** **● Phase III** **45,000+ Associates**



BROWARD: Food insecurity RCT with Continucare

JACKSONVILLE: Fit4D diabetes and SDOH pilot

LOUISVILLE: Revon COPD pilot

TAMPA BAY: Social isolation and food study with USF

CHICAGO: Physician food insecurity pilot with JenCare

SAN ANTONIO: Path to Wellness – Food insecurity and diabetes

NATIONAL: Loneliness Member Assistance Program

Phase I **Phase II** **Phase III** **45,000+ Associates**



**3x more
likely** to be
depressed

**5.4 MILLION
AMERICANS
60+ ARE FOOD
INSECURE**

**50% more
likely** to be
diabetic

Addressing **FOOD INSECURITY** in **SOUTH FLORIDA**



Screened **500** patients in **Continucare** **Medical Centers**

(using USDA Hunger Vital Signs™ screening tool)

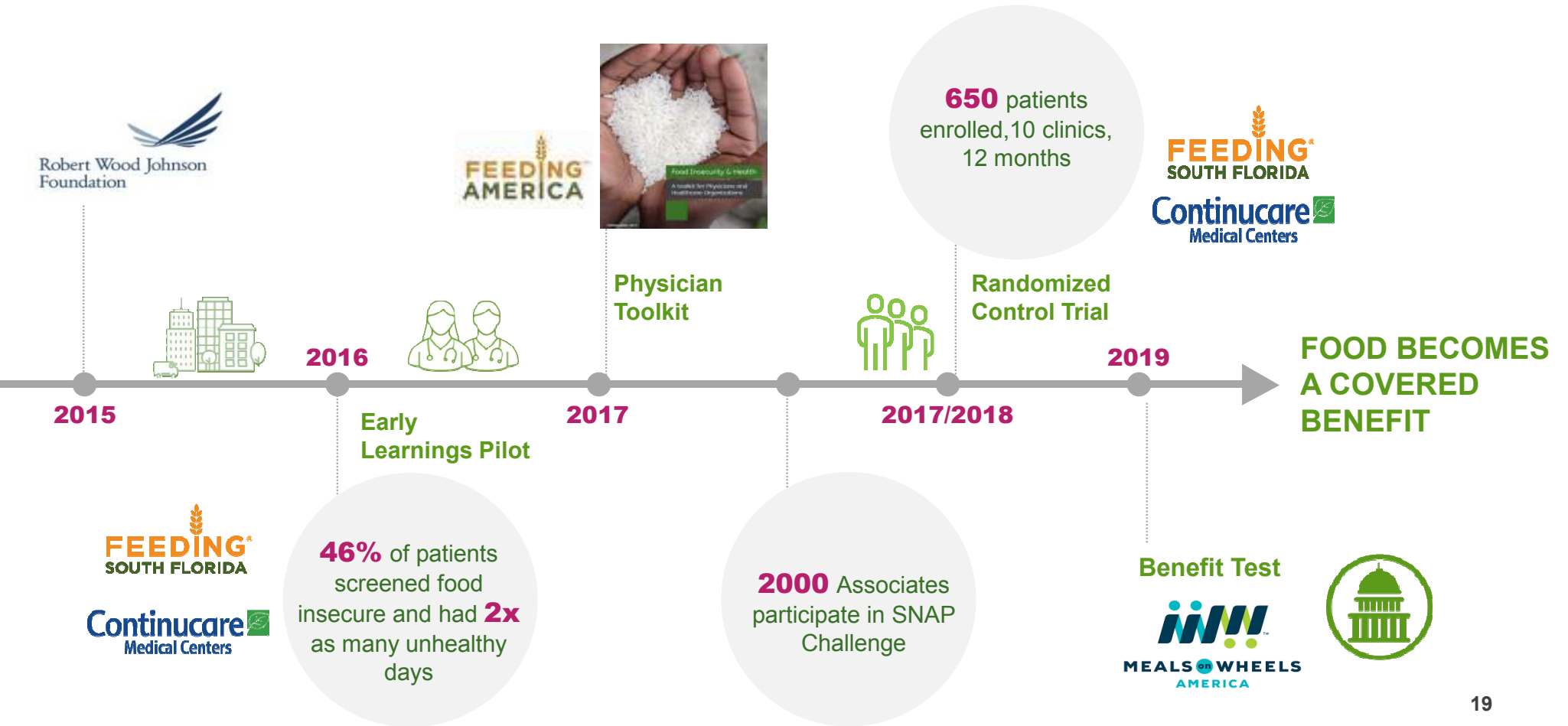
46% **SCREENED POSITIVE**
vs. 15%

51% OF PATIENTS
SCREENED THAT WERE
HUMANA MEMBERS
SCREENED POSITIVE

86% ACCEPTED A REFERRAL TO
**MEET WITH A FEEDING SOUTH
FLORIDA REPRESENTATIVE**

94% OF THOSE ACCEPTED
AN **EMERGENCY
FOOD BOX**

SCALING FOOD INSECURITY





43% of
**OLDER
ADULTS
REPORT
BEING
LONELY**

10% are
“VERY ISOLATED”

[Ziliak, J. & Gunderson, C. (2009, September). Senior Hunger in the United States: Differences across states and rural and urban areas. *University of Kentucky Center for Poverty Research Special Reports.*] <http://www.mowaa.org/document.doc?id=193>



**LONELINESS
and SOCIAL
ISOLATION in
OUR MEDICARE
POPULATION**

100,000 MEDICARE MEMBERS WERE CALLED
AND ASKED THE UCLA LONELINESS SURVEY

+6 HD

FOR EVERY POINT

INSIGHTS ON HEALTHY DAYS



MEMBER ENGAGEMENT



**CREATION OF LONELINESS
PREDICTIVE MODEL**

SCALING LONELINESS AND SOCIAL ISOLATION

**UCLA
LONELINESS
SCALE**

Partnered with Tampa Bay **Hunger Action Alliance** on a food insecurity and loneliness study in older adults



2016



2017

Member Loneliness Toolkit



Identifying loneliness in our Medicare population

Outreached to **100,000** Medicare members identified as 'At Risk' for social isolation or loneliness

Grow partnerships with thought leaders **National Council on Aging**



2018

Early Learnings Pilot **Physician Screening and Referral** Tampa Bay

SUCCESSFULLY ADDRESS LONELINESS IN A COMMUNITY AND CLINICAL SETTING AND SCALE

LEADING THE WAY IN OUR INDUSTRY



THE FORMULA FOR IMPROVING POPULATION HEALTH



**TRACKING
HEALTHY DAYS**



**ADDRESSING
SOCIAL
DETERMINANTS
OF HEALTH**



**BUILDING
COMMUNITY &
PHYSICIAN
PARTNERSHIPS**

HBR.ORG

Harvard Business Review

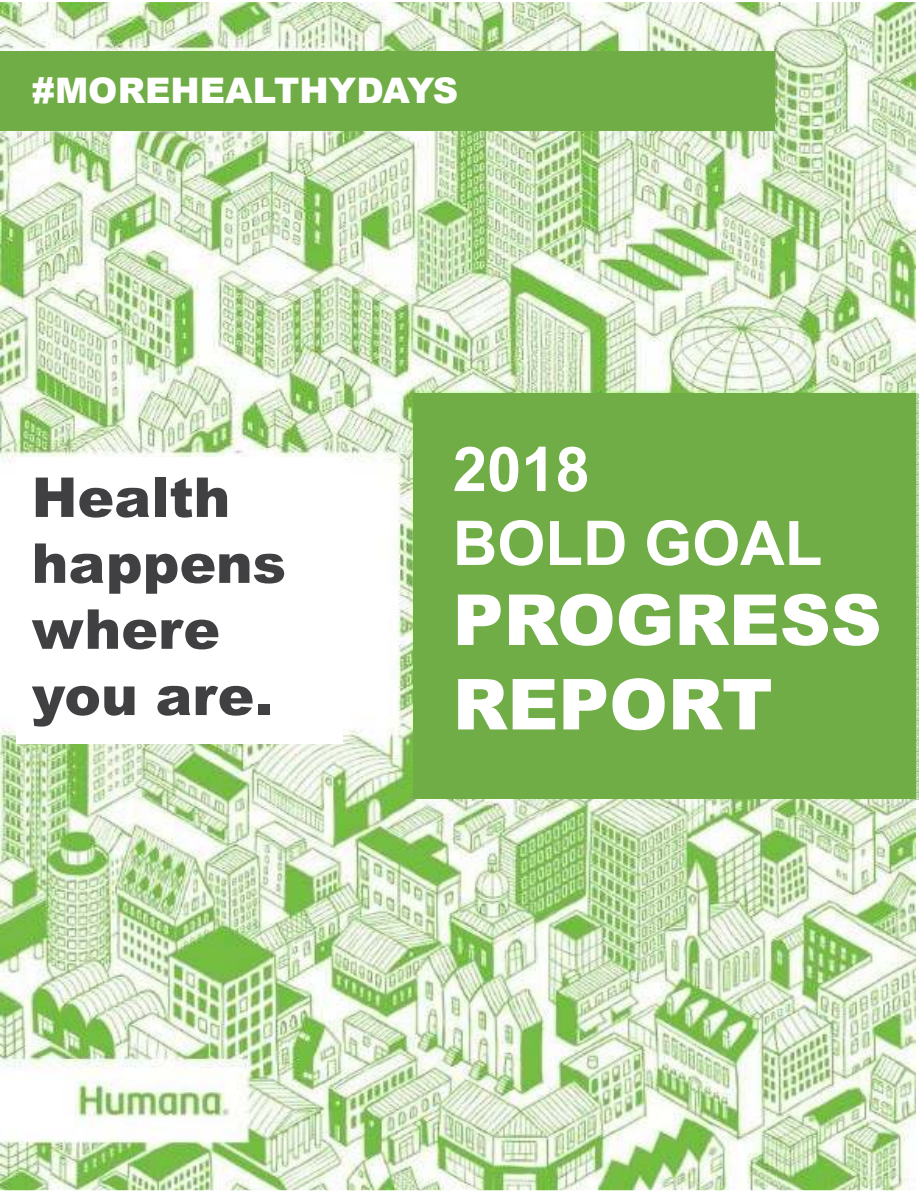
JANUARY-FEBRUARY 2011
ISSN 0013-773X

THE BIG IDEA

CREATING SHARED VALUE

“Strategy is about setting yourself apart from the competition. It's not a matter of being better at what you do - it's a matter of being different at what you do.”

-Michael E. Porter



#MOREHEALTHYDAYS

Health happens where you are.

2018 BOLD GOAL PROGRESS REPORT

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**The future is
exciting as we shine
a light on those
populations that
need the most help.**

WE'RE AT THE CENTER OF SOMETHING



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