



Meet a modern method of care


INTRODUCING HUMANA'S NEW APPROACH TO HELPING MEMBERS ACHIEVE THEIR BEST HEALTH

Humana Care Support is Humana's next generation of care management, delivering tailored support by looking not just at the information in a member's health history, but also at the social and environmental needs that can affect their health as well. This integrated care service allows us to understand and address the unique needs of each member.

How are we doing this? In short, through a new era of personalization—but we're getting there in many ways. Here are the key initiatives driving this new approach.

- **Evidence-based standards** – a framework for patient care based on research and proven best practices
- **Advanced analytics** – predictive, real-time analytics that utilize diverse data, including clinical indicators and continued work by our clinicians to understand social and environmental needs our members have
- **Personalized care** – customized, coordinated healthcare that matches the right care to the right member at the right time to optimize health
- **Multidisciplinary care teams** – bringing together a diverse set of experiences and clinical knowledge to serve the unique needs of the member

Humana Care Support is the next generation of care management services, and it truly changes how we care for our members, helping them improve their outcomes and age in place.

 Fast facts about care management services at Humana



12 years since launch of first care management model



950+ clinicians caring for members in clinical programs



50,000+ members each month supported by Humana clinicians to achieve their best health

Humana[®]

GCHKSQBEN

“

We're able to see the whole picture of healthcare for our members, so we can then focus on what matters most: delivering a personalized experience to each and every one of them.

”

WILLIAM FLEMING

Segment President, Clinical and Pharmacy Solutions

A STRATEGY GROUNDED IN PERSONALIZING HEALTHCARE

We strive to improve the health of older adults—many of whom are living with multiple chronic conditions and are impacted by social determinants of health—by using an integrated care delivery model that brings simplicity and connectivity to the healthcare experience. We operationalize clinical best practices, so that members are able to be more engaged with their doctors and more empowered to manage their own health.

THE PARTNERSHIPS THAT HELP MAKE IT POSSIBLE

Humana Care Support leverages leaders in technology, as we've partnered with both Salesforce and Microsoft to ensure information is easily accessible to both members and providers.

Salesforce will help improve collaboration between providers, implementing API-led connectivity using MuleSoft to create a single, central view of each member's medical history, as well as the social and environmental factors impacting their health. In addition, Salesforce and Humana will join forces on the development of solutions to today's healthcare challenges through a Healthcare Innovation Lab.

Microsoft brings the power of Microsoft's Azure cloud, Azure AI, Power BI and Microsoft 365 collaboration technologies, Microsoft Teams and interoperability standards like FHIR® to Humana Care Support. Care teams will have real-time access to a member's information through a secure and trusted cloud platform, improving the level of care. As part of the seven-year partnership, Humana will leverage Microsoft Azure and Azure AI and voice capabilities, easing clinical workflows and creating a better experience for both providers and members.

¹N=3286 Measurement comparison in pre 12mos and post 3mos from Humana At Home (HAH) Integrated Medical and Behavioral Care Management participation vs. HAH Care Management, HAH Reporting November 2019.

A future built on success

Our first-generation care management program delivered great outcomes for our members.

Here's a look at the numbers:



Members who transitioned from our traditional care management service into our Integrated Behavioral and Medical Care Management solution experienced¹:

- 43% reduction in overall hospital admissions
- 32% reduction in readmissions
- 35% reduction in ER visits
- 8% more visits to their PCP
- 25% more behavioral health visits



2020 COVID-19 pandemic efforts

- 1.2 million members outreached
- 1 million meals delivered
- 70,000 gaps closed

Our new care management offering builds off the positive numbers of previous care management, elevating the individualized service Humana is known for providing. Our successful history will transition to our new approach, as learnings are carried forward and combined with even more forward-thinking, personalized practices. For the many small challenges that exist between physician, patients and care teams, this new approach is a big solution.

Humana®