



Group Medicare Insights: Industry news and trends

Holistic senior care: Humana's offerings in three key areas



A healthcare approach that focuses on keeping low-risk and medium-risk members as healthy as possible for as long as possible is better for individuals, plan sponsors, and the overall Medicare system. Members enjoy an improved quality of life by avoiding chronic disease, plan sponsors benefit from lower costs, and there is reduced strain on healthcare resources and the healthcare system.

Holistic senior care: Humana's offerings in three key areas



Humana helps achieve this outcome by focusing on three key areas:

1. Preventive care measures

Humana Medicare Advantage plans emphasize preventive care with resources and tools such as MyDiabetesPath, which provides tips and resources to help members manage their diabetes, as well as tobacco cessation programs, and health and well-being assessments.

Humana also promotes a value-based care (VBC) approach to healthcare that prioritizes preventive care—70% of individual Medicare Advantage Prescription Drug (MAPD) members are aligned to value-based care providers.¹ Members who see VBC providers receive more preventive screenings than patients of non-VBC providers.²

2. Wellness programs

Humana plans offer a variety of programs and resources to help members live a healthy lifestyle, including the SilverSneakers® fitness program, Go365 by Humana® (a wellness program that rewards members for making healthy choices and completing preventive screenings), Humana Well Dine® (a post-discharge healthy meal program for eligible plan members), and more.

3. Senior-focused primary care

CenterWell, a division of Humana, offers primary care services tailored to meet the needs of older adults. CenterWell physicians spend 50% more one-on-one time with patients.³ CenterWell patients also have access to other healthcare providers, including care coaches, behavioral health specialists, and pharmacists. These patients can choose to receive services in CenterWell care centers, at home, or virtually.

¹ <https://docushare-web.apps.external.pioneer.humana.com/Marketing/docushare-app?file=5413213>

² Ibid

³ <https://www.centerwellprimarycare.com/>

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