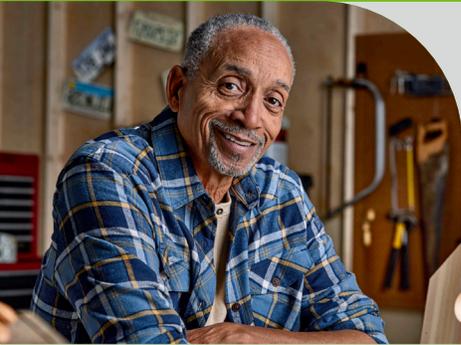




# Group Medicare Insights: Member Experience

## How Humana's Medicare Advantage plans address social determinants of health



**Social determinants of health (SDOH) are the conditions in which people are born, grow, live, work and age, and they strongly influence a person's health outcomes. Research shows that SDOH can outweigh genetic factors or healthcare access in terms of influencing health outcomes, and that addressing them can help reduce health disparities.<sup>1</sup>**

Humana strives to address SDOH for our members—here's a look at how.

### SDOH: Social isolation

Social isolation is linked to negative health outcomes in seniors, including greater risk of an adverse consequence during a medical event and an increased risk of dementia.<sup>2</sup> Socially isolated older adults are also as much as five times more likely to die prematurely than seniors with strong social ties.<sup>3</sup>

### How does Humana help?

Humana has a variety of programs and services to help socially isolated seniors:

- **The Friendship Line** is available to Humana members at no additional cost. Trained professionals provide the following services to members over the phone:
  - Emotional support
  - Well-being checks
  - Information and resources for isolated older adults and those living with disabilities

- **CenterWell Senior Primary Care**<sup>®</sup> operates local primary care clinics. Members have access to local activity centers that offer exercise classes and opportunities for socialization.
- **SilverSneakers**<sup>®</sup> fitness program offers workouts for older adults at community centers, parks and other locations. The program provides seniors with an opportunity to be active in a social setting.

### SDOH: Access to quality healthcare

High-quality healthcare services are key to healthy aging, putting seniors who live in rural or remote areas at a disadvantage. Studies have identified structural barriers to accessing high-quality care in rural areas, such as a shortage of healthcare specialists and primary care providers, which can result in significant health disparities.



More than **one-third** of Americans ages 50 to 80 feel lonely and nearly as many feel isolated.<sup>4</sup>





# How Humana's Medicare Advantage plans address social determinants of health

1. [“Social Determinants of Health,”](#) World Health Organization, accessed Nov. 17, 2025.
2. Alison R Huang et al., [“Social Isolation and 9-Year Dementia Risk in Community-Dwelling Medicare Beneficiaries in the United States,”](#) Journal of the American Geriatrics Society 71, no. 3 (Mar. 2023): 765-773, accessed Nov. 20, 2025, doi: 10.1111/jgs.18140.
3. [“Loneliness & Social Isolation,”](#) Humana report, Mar. 2020, accessed Nov. 20, 2025.
4. Preeti Malani et al., [“Loneliness and Isolation: Back to Pre-Pandemic Levels, but Still High, for Older Adults,”](#) Institute for Healthcare Policy & Innovation, University of Michigan, Dec. 9, 2024, accessed Nov. 16, 2025.
5. [“Life in Rural America – Part II,”](#) National Public Radio, the Robert Wood Johnson Foundation, and the Harvard T.H. Chan School of Public Health, May 2019, accessed Nov. 21, 2025.
6. IHWA Clinical Value Study, Humana Trend Analytics and Forecasting. Member data from 2016 evaluated.
7. IHWA Long Term Clinical Value Study, Humana Trend Analytics and Forecasting. Member data from 2015-2017 evaluated.
8. [“Most Americans Value Aging Independence, New Study Shows,”](#) HomeCare magazine, Jul. 7, 2025, accessed Sep. 2, 2025.
9. Matthew Jones and Jeff Hoyt, “Senior Driving Statistics in 2025,” seniorliving.org, May 14, 2025, accessed Nov. 21, 2025.
10. [“Aging in Place, Lack of Transportation and Access, and Economic Insecurity Are Top Three Social Barriers to U.S. Senior Health,”](#) Alignment Health, Aug. 21, 2024, accessed Nov. 17, 2025.

To learn more, visit [Humana Group Medicare](#)

