

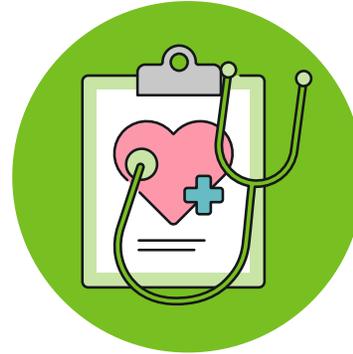


Group Medicare Insights: Member Experience

Addressing social determinants of health in seniors: Humana's multi-pronged approach



Social determinants of health (SDOH) are the conditions in which people live and age, and they influence a range of health and quality-of-life outcomes. Proactively addressing SDOH can reduce health disparities, helping seniors live healthy, active and socially fulfilling lives.



What are common SDOH in seniors?

-  **Health literacy**
-  **Social isolation**
-  **Access to healthy food**
-  **Healthcare access and quality**



Humana's solutions

- +** The **Friendship Line** connects socially isolated seniors with trained professionals who provide emotional support.
- +** Humana's **home health solutions** provide access to high-quality care in the home, supporting seniors who live in remote or rural areas.
- +** Humana provides access to **12 one-way trips** following hospital discharge to a plan-approved location, helping seniors who face transportation barriers.

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How Humana addresses SDOH

423,690

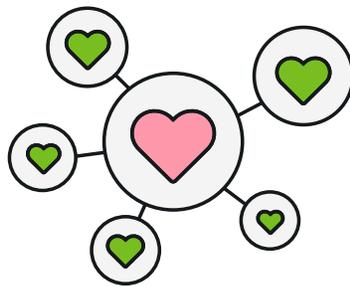
SDOH screenings performed for members in 2024

21%
increase
from 2023



21%

of eligible members used Humana's Healthy Options Allowance in 2024



96,000+

unique member referrals made with Humana Community Navigator®, an online tool that connects members to community resources



What's the Healthy Options Allowance?

Humana's Healthy Options Allowance* helps members pay for eligible essential living expenses, including:

- Groceries
- Assistive devices
- Utilities/rent/mortgage
- Over-the-counter items
- Home & personal supplies

*The Healthy Options Allowance is a benefit on select Humana MA plans



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Improving digital health literacy

Humana screens members for digital health literacy:

- + Goal is to address inequities in utilization of digital health tools and telehealth services
- + Helps ensure all members can benefit from telehealth, online portals and other healthcare solutions
- + Humana provides education programs to help members navigate digital platforms, improving access to care while promoting equitable outcomes
- + 61% of survey respondents said they “always” or “sometimes” need help using digital health tools or “don’t use” the tools



What's digital health literacy?

The ability to seek, understand and effectively use digital tools and technologies (e.g. health apps) to make informed health decisions.

Investing in underserved communities

Humana's Health Equity & Social Impact (HESI) team invests in local initiatives to address geographical challenges and improve access to care.

\$337,500

in direct investments by HESI in 2024



Support for 32 initiatives/ community-based organizations in 9 states

\$60,000

total HESI direct investments to South Florida organizations

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