

2020 Bold Goal Progress Report Data Trends



Trend improvement testament to time and collaboration

Humana's Bold Goal began in 2015, when we set out to improve the health of the communities we serve by partnering with local entities who knew their health and economic, social and environmental barriers first-hand. We track our progress annually using the U.S. Centers for Disease Control and Prevention's population health tool, Healthy Days, which takes into account the whole person by measuring both mentally and physically unhealthy days over a 30-day period. This helps to show linkage between improved health and our combined efforts.



Healthy Days improve overall

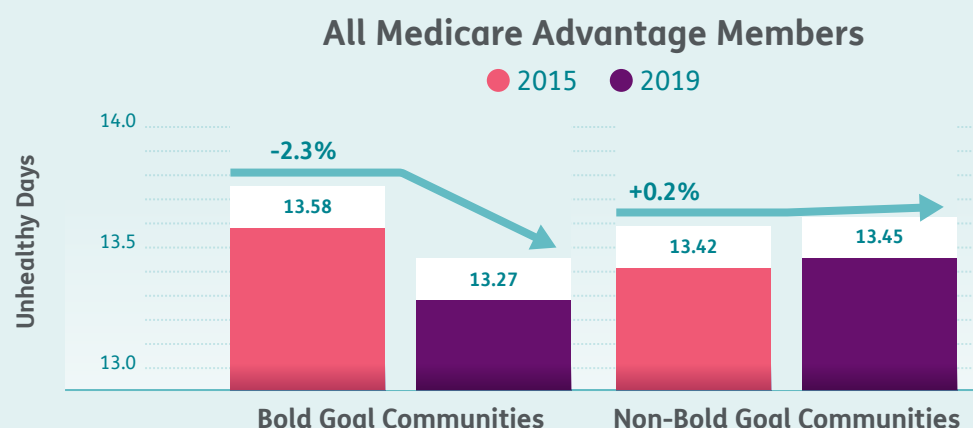
This year, the number of Healthy Days among all of our Medicare Advantage members across all markets improved for the first time since we began benchmarking - with a decline in the average reported unhealthy days from 13.44 to 13.42.



Moving the needle even a little bit is important, as this improvement equates to 816,000 more Healthy Days.

Bold Goal communities make a difference

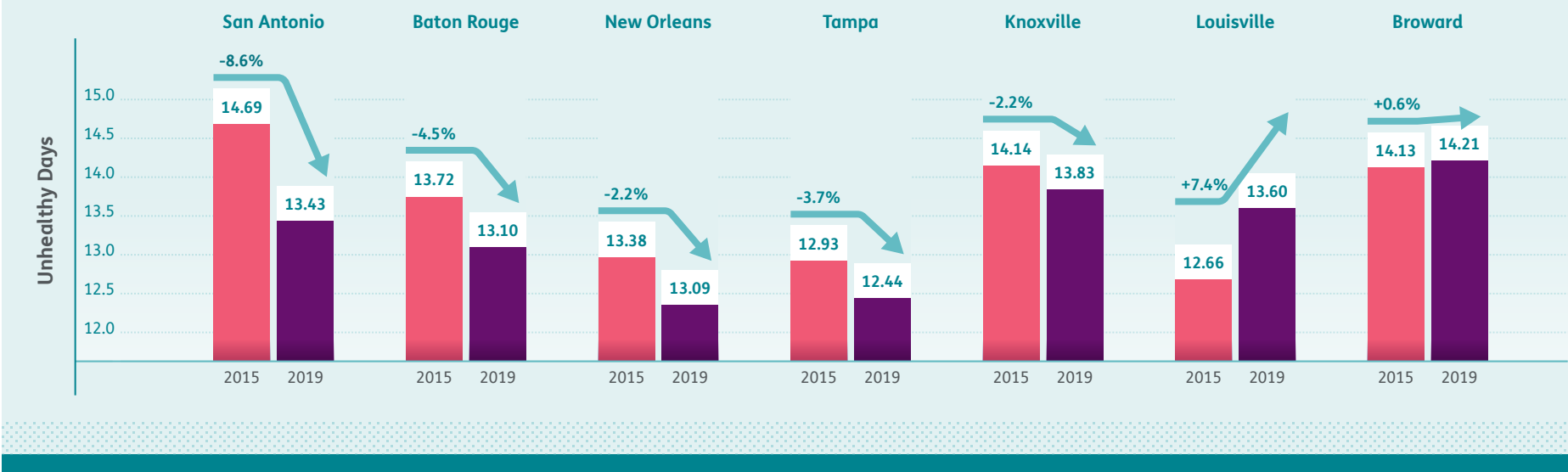
In looking at Humana membership across the board, Medicare Advantage members in Bold Goal communities are experiencing fewer unhealthy days than those in non-Bold Goal communities.





Bold Goal communities
trending in the right
direction

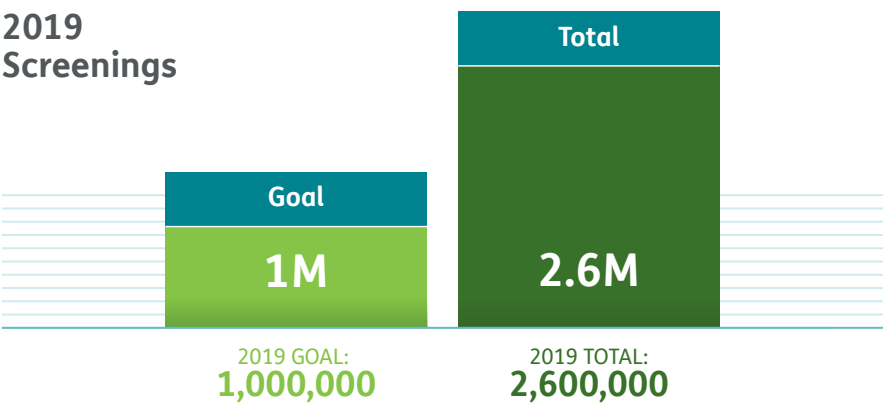
In 2019, Humana Medicare Advantage members in the majority of our original seven Bold Goal communities experienced fewer unhealthy days than members in 2015, with our first community of San Antonio leading the way. Progress in Broward County and Louisville has been slower to come, which we attribute in part to growth of new membership in higher-risk populations. This data confirms that once we establish roots with members and networks into a community, and employ our strategy of addressing health-related social needs, members are more likely to get the resources they need to improve their quality of life. This has ultimately led to the expansion from our original 7 Bold Goal markets to 16 total markets, including Chicago, Kansas City, Jacksonville and Richmond in 2018, as well as Detroit, Cincinnati, Charlotte, Atlanta, and Houston since 2019 began.



Health-related social
needs screenings goal
surpassed

Throughout 2019, Humana put increased emphasis on conducting health-related social needs screenings, discussing with members their needs such as having access to healthy food, transportation and social support. We entered into 2019 with a goal of completing 1 million screenings. With the help of numerous resources across the enterprise, we far exceeded that goal, achieving more than 2.6 million screenings.

2019
Screenings



Members with chronic
conditions gain
Healthy Days

In some communities, we observed Medicare Advantage members with specific chronic diseases reporting a fewer number of unhealthy days in 2019. We believe this is due to the integration of identifying and addressing health-related social needs along with health conditions, both physical and mental, in care management. Specifically, members with chronic obstructive pulmonary disease (COPD), coronary artery disease (CAD), depression, congestive heart failure (CHF) and hypertension are experiencing a decrease in unhealthy days.

