



Care. Above All Else.

2023 COMMUNITY IMPACT REPORT

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WELCOME

Chris Priest,
Meridian CEO

Meridian is Michigan, and we are deeply rooted in our communities.

We have served millions of members since 1997, ensuring access to high quality health care. We are laser-focused on providing equitable whole person care because we know a person's health can be greatly impacted by their unique life circumstances and experiences outside the clinical setting.

Our uniquely local approach and community engagement has made us pioneers in the delivery of care. We are advancing equity and improving population health outcomes through multiple methods. We identify and address health disparities through boots on the ground engagement, qualitative and quantitative data collection, and targeted, tailored interventions.

Our community engagement team in partnership with our community health workers play a pivotal role in advancing equity. They live and work in the communities Meridian serves; thereby, cultivating trusted community relationships while providing connections to resources such as food, housing, childcare services and more.

Our commitment to Michigan has made Meridian a trusted partner and thought leader throughout the state. We are committed to ensuring accessible and culturally competent services. In 2023, Meridian received full NCQA Health Equity Accreditation.

We are grateful to the State of Michigan for its creative and thoughtful design of the Medicaid program and for our providers who are our trusted partners in care. More importantly, we are deeply thankful for our members – they are the reason we do what we do.

I invite you to look through this Community Impact Report, which details our commitments to improve the lives of Michiganders – regardless of whether they are members of our health plan.

Respectfully,

A handwritten signature in black ink that reads "Chris Priest".

Chris Priest, Meridian CEO

MERIDIAN'S 2023 IMPACT AT-A-GLANCE

Meridian of Michigan offers health insurance plans for all stages of life through Meridian (Medicaid), MeridianComplete (Medicare-Medicaid Plan or MMP), Wellcare (Medicare), and Ambetter from Meridian (Health Insurance Marketplace).



MERIDIAN BY THE NUMBERS

\$4.7M
CONTRIBUTED
AND AWARDED BY
MERIDIAN

to community organizations,
events, and initiatives in 2023



46.7K+
MEALS PROVIDED

through food
bank partnerships

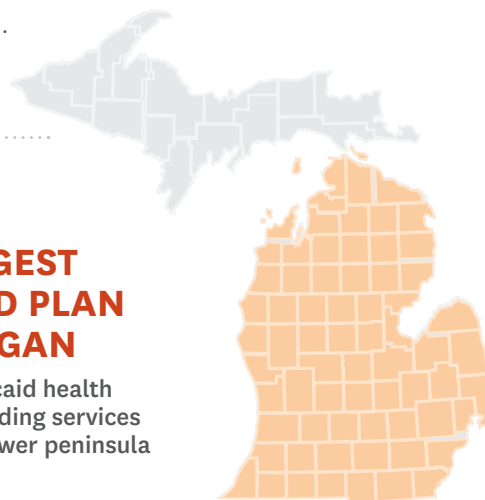


568K+
MANAGED
CARE
MEMBERS



COMMUNITY EVENTS

In 2023, Meridian served communities through hosting a remarkable **239 events**, spanning across **35 unique counties** within **9 distinct prosperity regions**. With an impressive turnout of **over 107,820 attendees**, Meridian provided **14,148 vital health services** and addressed **7,117 health-related social needs**. Thereby demonstrating Meridian's commitment to serving and improving the lives of Michiganders.



THE LARGEST MEDICAID PLAN IN MICHIGAN

Meridian Medicaid health plans are providing services to the entire lower peninsula of Michigan.

PROVIDERS AND HOSPITALS

MEDICAID

7.1K+
PCP

45K+
Specialists

144
hospitals



MEDICARE

5.7K+
PCP

29.5K+
Specialists

69
hospitals

MMP

4.5K+
PCP

38.8K+
Specialists

112
hospitals

AMBETTER

4.8K+
PCP

36.3K+
Specialists

85
hospitals

THERE ARE **1,900+** MERIDIAN AND CORPORATE CENTENE EMPLOYEES IN MICHIGAN.

GIVING BACK

Meridian is proud to give back to the community. Over the past 10 years, Meridian has partnered with more than 175 organizations throughout Michigan, providing more than \$5.6 million in sponsorships going beyond just medical care to address fundamental social needs such as food access, housing, transportation and mobile health services. Organizations include:

- A Girl Like Me, Inc.
- Advanced Technology Academy
- Albion Healthcare Alliance
- Allen Neighborhood Center
- Alternatives For Girls
- Babies R Precious, LLC
- Best Start for Babies
- Blessed Ground International Ministries
- Boys and Girls Club of Greater Southwest Michigan
- Building Stronger Communities Council
- Calhoun County Homeless Coalition
- City of Dearborn Heights
- Clinton County Project Connect
- Covenant House
- Cradle Kalamazoo
- Detroit Health Department
- Detroit Lead Partnership
- Disability Rights Michigan
- Downriver Foster Closet
- Eastern Market
- Faith Redemption COGIC
- Food Bank of Eastern Michigan
- Fostering Futures Scholarship Fund
- Family Health Center
- Georgia Street Community Collective
- Gleaners
- Grace Health
- Great Lakes Bay Health Centers
- Greater Flint Health Coalition
- Habitat for Humanity Detroit
- Holiday Hope
- Homeless Coalition of Calhoun County
- Jackson Health Network
- Kent County Oral Health Coalition
- Lansing Promise
- Michigan Community Health Network
- MIU Men's Health Foundation
- Motor City Pride
- National Minority Quality Forum
- Neighborhood Service Organization
- The Noah Project
- Northern Michigan Community Health Innovation Region
- Salvation Army
- Sickle Cell Disease Association of America
- St. Clair County Mental Health Authority
- Unify Detroit Coalition
- United Way of Southeastern Michigan
- United to Face Addiction
- University of Michigan Health - West Community Health Center
- Uplift Family Services
- Viola Liuzzo Park Association
- Volunteers of America
- Wayne County Healthy Communities
- Wayne County Women's Commission Resource Fair
- Wayne Health Mobile Unit
- Wayne Pediatrics
- Western Wayne Family Health Center
- What About Us

Michigan
employees completed
1,054
volunteer hours
of service in 2023.

LOCAL APPROACH

Community Of Hope

Meridian was the presenting sponsor for the inaugural Community of Hope event in Detroit, July 28-30. Hosted by the Neighborhood Service Organization (NSO), the initiative aims to raise awareness and push for solutions to the challenges of more than 1,100 households experiencing homelessness on any given night in Detroit. A portion of all ticket sales from the two-day Concert of Hope, which featured R&B Grammy-winning artist Maxwell and Grammy nominee Tamia at The Aretha Franklin Amphitheatre, went to NSO to support homeless housing resources. The Day of Hope at Cass Park, a free resource fair, brought vital housing and other comprehensive wraparound services directly to individuals experiencing homelessness. Nearly 600 attendees received resources, including 750 meals and health screenings plus 675 bags of fresh produce and \$10,000 in gift cards for groceries were distributed.



750

meals and
health screenings



675

bags of fresh produce



\$10K

in gift cards for
groceries were distributed



846

students received
free vision exams



179

eyeglass prescriptions
provided to students

Engolve Vision Van

Children with vision problems can struggle to make out words on a blackboard or see a fastball hurled at them. Meridian cares about children's well-being and poor vision because it can affect academic performance and social development. In October, Meridian and its affiliated Engolve Vision Van launched a school-based mobile vision program targeted at low-income areas in Wayne and Eaton counties. At no cost, Meridian provided eye exams to 846 students at the elementary and middle schools and 179 eyeglass prescriptions – plus our staff had a great time helping the kids pick out glasses.





Medicaid Renewal

For the first time in nearly three years, 3.17 million eligible Michiganders had to reapply for Medicaid at the end of continuous coverage following the pandemic—or risk losing it. From Detroit to Grand Rapids, Meridian joined a statewide effort to spread the word about redetermination. On a single October day in metro Detroit, Meridian’s community engagement team spent time with one of the Salvation Army’s Bed & Bread trucks along its route and provided redetermination education to people who use its services. We spoke with almost 100 people that day in Detroit about Medicaid renewals—providing education, resources, and logging into MiBridges accounts when we could to assist with completions.

Partnering for Good

For the fifth year in a row, Meridian employees served meals and distributed coats, gloves and hats to Detroit residents along Salvation Army’s Bed & Bread truck routes in February. Meridian also supported the Salvation Army’s 37th annual Bed & Bread Radiothon, which raised over \$1.6 million to combat hunger and homelessness. The nonprofit serves 1.7 million meals and provides nearly 52,000 nights of shelter annually. During the holidays, we hosted a matching donation challenge and our employees served as bell ringers.

“Meridian is a recognized leader for creating robust, innovative approaches and solutions that address the social determinants of health in our community. Meridian has effectively established opportunities for collaboration and coordination with community-based organizations and non-health care sector partners in order to improve the health of our community.”

—Executive Director, The Salvation Army



1.7M+

meals provided and nearly 52K
nights of shelter provided annually



HEALTH EQUITY

Improving Maternal Health Outcomes

Meridian is committed to being a changemaker in improving maternal health outcomes. Meridian cares about the maternal health of all women, while also recognizing some communities face challenges that others do not. The U.S. is currently facing a maternal health crisis disproportionately affecting Black and Hispanic women, and in Michigan, Black women are 2.2 times more likely to die from pregnancy-related causes than white women.¹

START SMART FOR YOUR BABY®

Meridian's goal is to eliminate disparities in maternal and infant outcomes in Michigan Medicaid by 2034. In addition to our Low Birth Weight and Maternal Equity Pod initiatives, Meridian offers population health maternal programs to help all mothers have healthy deliveries. For example, the Start Smart for Your Baby (SSFB) program for all members provides support to women experiencing moderate to high-risk pregnancies. In 2023, 4,994 members enrolled in the SSFB program, which provides case management, tips for what to pack for the hospital, and a postpartum companion e-book.



DOULAS

Meridian has partnered with doula and birth organizations throughout Michigan to improve maternal outcomes for our members. Meridian covers unlimited doula visits for our members to provide an added layer of physical, social, and emotional support before, during, and after birthing. Studies have shown that doulas improve the quality of care.

DATA-DRIVEN APPROACH

Meridian's data-driven approach to health and particularly maternal care helps us better understand the unique geographical needs of each area we serve. Data helps our multidisciplinary team tailor member interventions and incentives to specific populations throughout the state and helps to address health related social needs, such as food, housing, utility support, and transportation.

 **Start
Smart**
FOR YOUR BABY

4,994
members enrolled
in Start Smart
For Your Baby.

¹Source: "Maternal Deaths in Michigan, 2016-2020 Data Update," Michigan Department of Health and Human Services, March 2024.

Supporting Michigan Youth

NO ONE EATS ALONE DAY®

Beginning in February, Meridian hosted several “No One Eats Alone” Day events with youth organizations and schools from Detroit to South Haven to promote inclusion and combat social isolation. Through activities including creating an art project together whose theme was “My Recipe for Empathy,” youths ages 6-17 learned the importance of being kind and the impact social isolation can have on health and academic performance.



SUITUP

Meridian hosted 30 students from Detroit’s Central High School to participate in SuitUp, a mentorship and career-readiness program for students from underserved areas. The students gained exposure to health careers as well as experience developing marketing, business and financial strategy for a mock health app they designed aimed at helping other teens find health information. Meridian employees coached small groups of students and an executive panel of judges listened to their pitch and provided feedback.



STRONG YOUTH STRONG COMMUNITIES™ (SYSC)

Over 600 students, ages 13-18, at Lansing’s Everett and Eastern High Schools discussed the importance of self-love, prioritizing mental well-being, and the challenges they face growing up. During the youth summit, Pro Football Hall of Fame athletes shared real-life stories, life lessons, and methods for success. Our executive leadership team and employees had a great time September 25-26, 2023, engaging in small group breakout sessions with the teens and hosting a stakeholder dinner for our Lansing based partners.



Pride Events

Meridian was proud to once again be a sponsor of the Motor City Pride Festival and Parade, the largest in the state, held annually in June in downtown Detroit. We also supported Lansing Pride and Three Rivers Pride. Meridian recognizes the LGBTQIA+ community must be considered to help eliminate health disparities, and we play a big role in offering equitable healthcare for all people. Diversity, equity and inclusion is at the forefront of our culture.



Juneteenth Jubilee Stroll

Meridian participated in the Juneteenth Jubilee Stroll on June 17, 2023, along the Livernois Historic Avenue of Fashion in Detroit. Our employees enjoyed meeting people who stopped by our booth at the event, which attracted about **1,000 attendees** and featured 20 vendors plus giveaways and live entertainment. Our partner Wayne Mobile Health administered free blood pressure screenings for anyone who came out.



Fighting Hunger

In partnership with Gleaners Food Bank, Meridian employees volunteered to pack and sort fresh fruit, vegetables and other healthy foods, which was distributed to nearly **400 soup kitchens, food pantries, shelters, schools and other agencies across the region. Meridian employees packed 58,487 pounds of food – that equals to 46,760 meals provided.** Our employees regularly volunteer at Gleaners, Salvation Army kitchen, and the Greater Lansing Food Bank.

In addition, Meridian sponsored the Food Bank of Eastern Michigan's "Empty Bowls" fundraising event held Sept. 21 and also made a general donation to the Flint based organization.

Meridian was one of the first health plan's in Michigan to sponsor the FreshRx prescription program, which provides participants who have received a "prescription" or voucher from their primary care provider the opportunity to buy fresh fruits and vegetables from partnering farm stands or markets.



58.4K+

pounds of food packed by
Meridian employees

Building More Affordable Housing In Detroit

Meridian and Habitat for Humanity Detroit teamed up to form a new partnership with the goal of providing the people of Detroit with more affordable, safe, reliable, and attainable housing options. Our commitment of funds and employee volunteers will help address immediate affordable housing needs in Detroit and provide long-term recovery and stability of displaced and marginalized communities.



Foundation Grants

In 2023, Meridian and the Centene Foundation awarded \$3.3 million in grants over three years to human services organizations committed to population health and advancing the social and economic mobility of children and families and to improving access through mobile health delivery.



\$3.3M

in grants awarded to human services organizations in 2023

WAYNE HEALTH MOBILE UNIT (WHMU)

Meridian announced a partnership with Wayne Health Mobile Unit to improve maternal and infant health and broadly support the WHMU's community outreach efforts to deliver preventative services directly in neighborhoods, at homes, and in workplaces. The goal is to reduce maternal health mortality rates by providing wraparound services and working to connect low, moderate, and high risk pregnant women to Detroit Medical Center OB/GYN specialists for follow-up care.



NEIGHBORHOOD SERVICE ORGANIZATION (NSO)

Meridian announced a partnership with Neighborhood Service Organization, an integrated health and human service agency based in Detroit, to enhance healthcare access and recuperative care for individuals experiencing homelessness. The funding will support NSO's Medical Respite program, which operates from the Detroit Healthy Housing Center, and offers comprehensive healthcare, social support, and job training to those experiencing homelessness who are too frail or ill to recuperate from a physical illness or injury in an unhoused environment but do not require hospitalization. This initiative also aims to connect individuals to permanent housing, social services, job training and other community resources.



ALTERNATIVES FOR GIRLS (AFG)

Meridian announced a partnership with social services agency Alternatives For Girls to build a 3,400 square foot early childhood education center, which is part of the new Dr. Maya Angelou Village affordable housing complex, which opened in the summer of 2024. Alternatives For Girls, based in Detroit, helps girls and young women experiencing homelessness and other risks avoid violence, early pregnancy, and exploitation, and helps them make positive life choices.



79K+

My Health Pays incentives earned in 2023, totaling over \$1.4M



783K+

non-emergent rides provided in 2023 for Medicaid and Dual Members

COMMITTED TO MEMBERS

Healthy Rewards

MY HEALTH PAYS

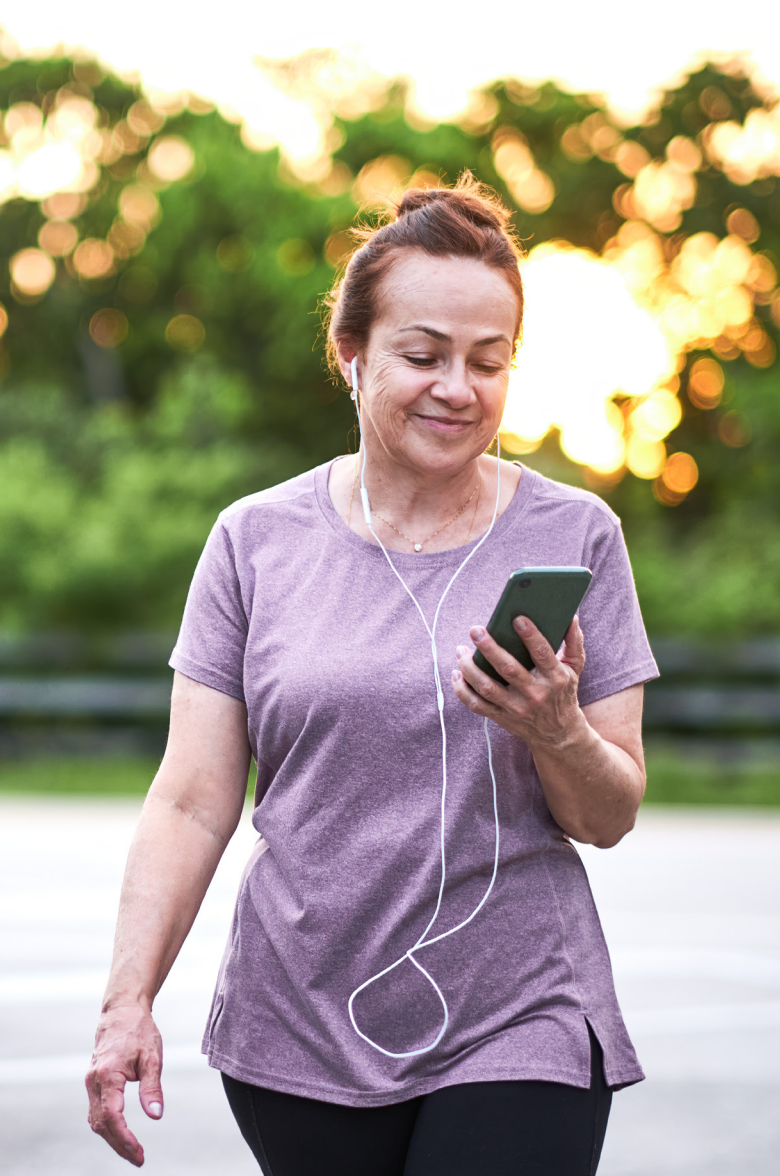
My Health Pays® rewards members for completing activities such as yearly wellness exams, annual screenings, test and other exams to protect their health. Members can also use these rewards to help pay for utilities, transportation, phone service, childcare, education, and rent.

CHRONIC DISEASE MANAGEMENT

Meridian offers innovative, evidence-based programs to help members manage chronic disease, lose weight or quit smoking. Meridian offers condition-specific programs to support members who have respiratory, cardiac or diabetes issues. We also offer nutritional counseling, smoking cessation and Weight Watchers program to support members in living a healthier lifestyle. Meridian had 448 active members engaged in Health Coaching programs during the month of December alone.

SICKLE CELL SUPPORT

Meridian holds a strong commitment to ensuring our most vulnerable populations can work through any healthcare access barriers that come their way. In 2023, several of our Community Health Workers launched a pilot program with the goal of helping children under 18 who have been diagnosed with sickle cell disease have access to the proper resources they need. In addition, Meridian continued its sponsorship of the Sickle Cell Matters Walk held September 9, 2023 at the Charles H. Wright Museum, to support the work of the Sickle Cell Disease Association of America Michigan chapter.



COMMITTED TO PROVIDERS

Reach Out and Read

Meridian donated \$25,000 worth of books (over 4,300 books) to local “Reach Out and Read” designated providers to support a statewide initiative aimed at improving completion rates for well-child visit measures for ages 0-5 in areas such as Benton Harbor, Battle Creek and Detroit whose average score on a third-grade standardized test for English language arts are below the statewide average.



\$25K
worth of books
donated by Meridian



47%
increase in month 3 of
patients seeking services following
Meridian's donation

National Health Centers Week

The week of August 6, 2023, Meridian celebrated National Health Center Week to show appreciation for our health center partners throughout Michigan. The week featured health and community resource fairs and back-to-school events in such counties as Wayne, Oakland, Ingham, Roscommon, Midland, Saginaw, Genesee, Kalamazoo, Montcalm, and Muskegon.

Project Dignity

No one should be deprived of the simple, daily necessity of clean underwear that many of us take for granted. More than just hygiene and physical comfort, it's fulfilling a basic human need for dignity and self-esteem, which can encourage patients to make or keep primary care appointments; thereby, improving health outcomes. In April, Meridian donated new underwear to men, women, and children who are served at Team Wellness Center, which provides integrated primary care and mental health services in Southeast Michigan.

“ Truthfully, we could not do this work without Meridian. We recently partnered with Meridian to launch Project Dignity (Underwear for Primary Care) to distribute needed undergarments during primary care appointments. Meridian's \$35,000 grant (retail value) allowed us to fully stock supplies at three of our locations. The results have been tremendous. Between April and June, we saw a 47% increase in primary care appointments where the member requested undergarments from Project Dignity. We were able to meet a most basic human need through this partnership with Meridian. ”

—President, Team Wellness

KEEP IN TOUCH

Connect With Meridian's Leaders

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