

2021

Community Relations Report

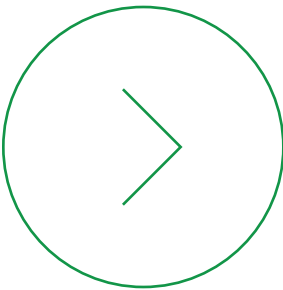


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Our mission: Improve health, inspire hope and save lives.
Our vision: Personalized health made simple, affordable and exceptional.



A message from our president

Priority Health believes that good health and well-being should be within reach for every person. We all have the right to live our best lives regardless of the circumstances to which we are born, live, work and age.

When we work together to create equitable health opportunities, families are stronger, schools and businesses thrive, and we clear the way for communities to be vibrant places for all. It is our privilege to have partnered with so many incredible individuals and organizations across Michigan in 2021 to truly make a difference. While we’ve always been focused on serving our communities, we have reinvigorated our dedication through the Priority Health for Good initiative, our commitment to address health equity through community investment, advocacy and employee citizenship.

Our commitment to reducing barriers to help all Michiganders achieve their highest health potential will continue into 2022. Investing in underserved communities to move the needle on health equity is at the heart of why I joined Priority Health. I’m proud of our teams and community partners for our shared passion for reaching this lofty goal.

To achieve health equity, we must listen, partner and stay hopeful. I look forward to continuing to create meaningful change, together.

Thank you for joining us to keep the positive momentum going.

With gratitude,



Praveen Thadani
President, Priority Health



We ALL win with HEALTH EQUITY

You deserve the best care. Your family deserves the best care. Your friends and neighbors deserve the best care, too.

Everyone does. The best care looks different from one person to the next, and we all experience life circumstances that affect or impact the care we receive. These circumstances inhibit health equity—something to which Priority Health is strongly committed.

Health equity is the absence of disparities in health that are unfair and avoidable. It means that all people—regardless of racial, ethnic, class, or gender identity; physical or mental ability; residential location, national origin and other social identities—are able to achieve their highest or optimal level of health.

Health care isn't one size fits all.

That's why we spent 2021 creating purposeful new partnerships to improve the lives of our most vulnerable members, in more communities. We introduced Priority Health for Good, our company's corporate social responsibility initiative, and set big goals to improve health across the state. Whether we're donating diapers to parents in need, providing grants for business leaders or encouraging physical fitness in more communities, we're making it a priority to foster equitable outcomes for everyone.



Social determinants of health

When addressing health equity, one must consider the economic and environmental factors that play a role in the lives of every individual. Poverty can lead to poorer health. Unsafe living conditions can lead to poorer health. Lack of internet access can lead to poorer health. With a better understanding of these factors—sometimes referred to as social determinants of health—and how they play a part in our health, we can address the disadvantages some of our community members face and solve for their unique needs. We can do this through things like more data-informed inclusive health benefits, community investment and statewide initiatives.

To learn more about the social determinants of health and how we're using data to help drive better outcomes, [CLICK HERE.](#)





We believe that all people have the right to a healthy life. Priority Health for Good is our company’s commitment to improve health equity through community investment, advocacy and employee citizenship.

SOCIAL RESPONSIBILITY

Advancing health equity through:

- Maternal and infant health
- Behavioral health
- Healthy activity/disease prevention
- Other critical topics

Foundational principles addressing social determinants of health and United Nations sustainable development goals

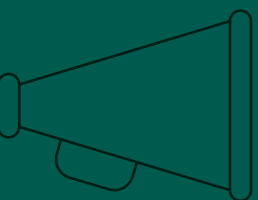
Community investment

- Signature programs
- Local partnerships
- Grant making



Advocacy

- Thought leadership
- Policy

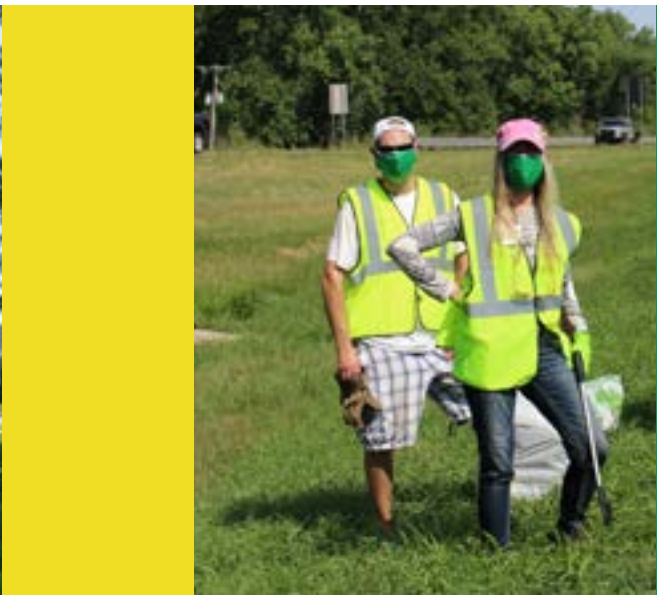


Employee citizenship

- Education
- Engagement
- Volunteerism



Learn more about Priority Health for Good



Priority Health Fitness Courts

This past year saw an opportunity to break down health barriers without building walls. With the help of the National Fitness Campaign, Priority Health implemented brand-new Fitness Courts® across the state of Michigan, including Huffman Park in Madison Heights. **The partnership aims to build 15 to 20 courts statewide over the next two years**, while also granting \$600,000 to Michigan communities.



Lourdes Osorio testimonial

Madison Heights resident and fitness trainer Lourdes Osorio saw the Court as “a gym without walls,” both literally and figuratively.

“It’s giving us an actual chance to move forward with our health,” said Osorio. “We’re not being intimidated by big gyms; we’re just walking in freely and doing as we want on a beautiful day.”

The Fitness Courts are designed for exercises that leverage the body weight of the user, from squats to pushups. They also come with the freedom of workout plans, as residents can simply use the court on their own or follow a free, instructed plan on the Fitness Court app.

What makes the courts stand out, though, is their accessibility, regardless of ability or age. When Osorio

took her sister, who is completely blind, to work out in Huffman Park, they were able to share an experience and push themselves to their own limits. Osorio’s sister was even able to complete her first pullup. “It was simple but complex enough for her to figure it out,” Osorio explained.

Madison Heights is just one example of the Fitness Courts’ impact on community health and fitness equity. Marysville, Redford Township, Lansing, Oakland University, Blair Township and Highland Park have also opened Priority Health-sponsored Fitness Courts® in local parks, helping support our mission to better the health of Michigan communities.

Osorio hopes that her community, along with other participants, recognize the impact of the Courts. In her own words: “Health is wealth.”

7 Fitness Courts

5.2M estimated
calories burned

297,000 residents have
access to free fitness



“We are reducing barriers and really making it so everyone, regardless of where you live or how much money you make, can come to exercise.”

Shannon Wilson,
Vice President of Priority Health’s State Markets East



On the road for maternal infant health

The Priority Health for Good “On the Road” campaign buckled up and cruised more than 1,000 miles throughout the state-partnering with organizations impacting health equity. The campaign invested more than \$440,000 over five months with the unmistakable Priority Health for Good SUV, making stops in five communities in metro Detroit, Traverse City and Grand Rapids. Various partnerships supported digital inclusion, mental health, healthy activity, and maternal and infant health.

The road trip’s grand finale was an investment in more than a dozen neighborhoods with our friends at the Metropolitan Detroit Diaper Bank (MDDDB). Our mission: Distribute 90,000 diapers in September. The need was great, and the impact was so powerful that it fueled our decision to give another 90,000 to Detroit families in the month of October.

“We exist because we want to keep babies clean, healthy and dry,” said Veronica Claybrone, founder and director of the MDDDB. “Priority Health has done us a great service and put us in a place where we can continue the work that we’re doing and expand.”

The Priority Health for Good “On the Road” campaign allowed us to put the “drive” in diaper drive, but Huggies weren’t the only thing we handed moms. An additional nine hundred sleep sacks were also donated to help raise awareness of Sudden Infant Death Syndrome (SIDS). Sleep sacks are a safer alternative to blankets, helping babies stay warm and protected while they rest.

In total nearly half a million diapers were distributed across the state. Each diaper donation helped bridge a gap in need, as diaper expenses can often cause a ripple effect of family economic instability.

“We know that one of the biggest stressors on any family is having an adequate supply of diapers,” said Kyla King, a marketing director at Priority Health. “If we can do something to help with [diapers], that’s what we want to do because health equity and improving the well-being of our communities is important to us.”

A cornerstone of the Priority Health for Good corporate social responsibility initiative is to invest in community to advance health equity.

Other stops/organizations included:

- 1. Addressing the digital divide in Detroit
- 2. Free outdoor fitness in Highland Park
- 3. Adaptable bikes in Traverse City
- 4. Inclusive sports with Special Olympics
- 5. Diapers and supplies for families in Detroit



Empowering citizens for Good

A pillar of Priority Health for Good is employee citizenship. When employees go above and beyond their day-to-day work duties for the greater good, our workplace is welcoming, our neighborhoods are connected and our world is a better place to live in. This past year, Priority Health employees found more ways to live out our mission, both at and away from our desks.

Putting emphasis on mental health

One important lesson from the pandemic was the need for mental health understanding and resources. Studies found that in the height of shutdowns, 40% of adults admitted to struggling with mental health and substance issues. To help reduce stigma and prevent suicide and other mental health crisis situations, Priority Health invested nearly \$15,000 to help employees get free training. The peer-led Mental Health First Aid curriculum has set a goal of all employees being fully trained by 2024.

The initiative was met with overwhelming interest, and Priority Health is on track to have 210 employees fully certified in 2022. This is a big step forward in helping open conversations about mental health not just in our offices, but also in our communities.

Providing ReLeaf

The correlation between environmental and physical health is undeniable. That’s why we teamed up with ReLeaf Michigan, Michigan’s only tree planting nonprofit organization, to improve health in underserved communities.

Data shows communities with less tree canopy have worse health outcomes related to asthma, mental health and other conditions. Through the ReLeaf Michigan

investment and Priority Health volunteers, hundreds of trees were planted across Michigan, including in underserved areas like Benton Harbor and Genesee County. The trees help provide newfound social, environmental and even economic benefits in the cities involved. This was another step taken to reverse the declining tree population in Michigan. Priority Health supported the planting of nearly 400 trees in 2021.

Priority Health for Good Giving Week

In only its second year, Priority Health for Good Giving Week rewarded community involvement to encourage team members to advance social good. Highlights included:

- **Jersey takeover night:** To conclude a weeklong virtual diaper drive, Priority Health designed a custom jersey with the Grand Rapids Gold and invited employees to attend a game with diapers in tow. Jerseys were auctioned off to support MomsBloom, a nonprofit organization that provides in-home postpartum support for moms and babies.

- **Community investment:** To further our commitment to other charitable organizations, we selected four Michigan-based nonprofits for which employees could vote to donate \$20,000 toward advancing health equity. In addition to financial investments across the state, team members contributed through a virtual diaper drive, purchasing diapers off an Amazon wish list to support clean, healthy babies from Kalamazoo to Detroit to Traverse City and in between. In all, the team collected more than 18,000 diapers for Michigan families

\$40,000 donated by employees to United Ways in Michigan

192 bags of trash collected with Adopt-a-Highway



Partner highlights



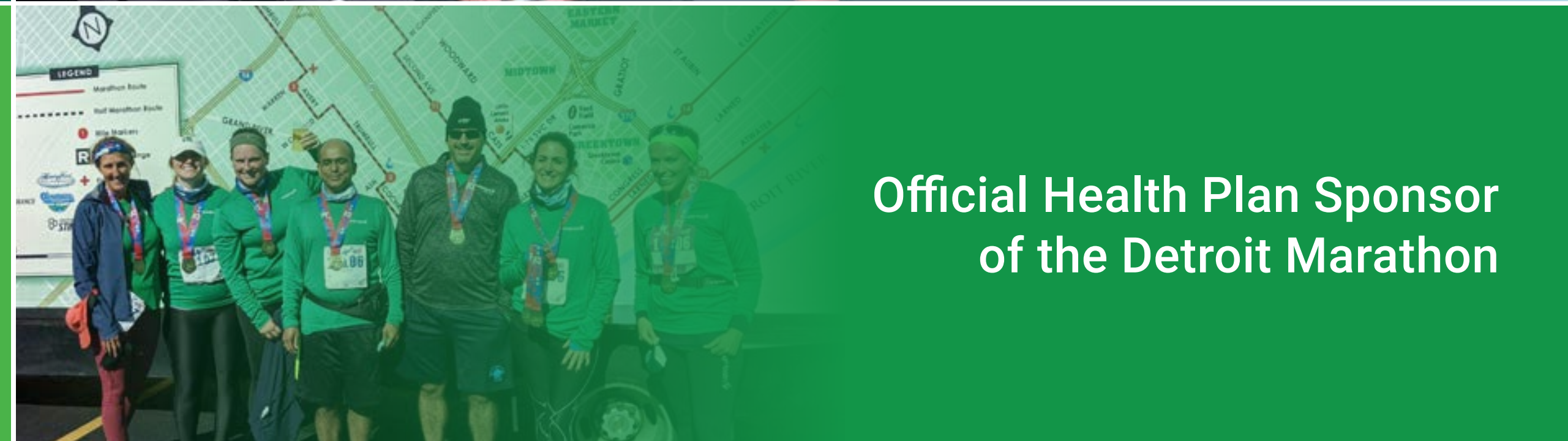
Pistons Academy Camps



Grand Rapids Chamber
EPIC awards



Black History Month
with the Detroit Pistons



Official Health Plan Sponsor
of the Detroit Marathon

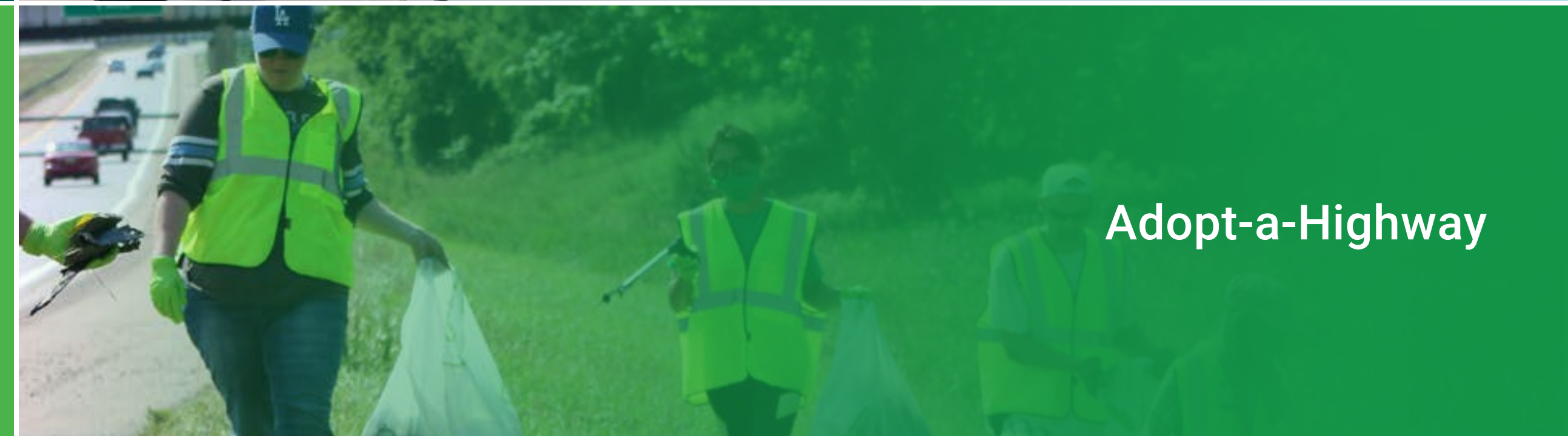


Maranda Pop-Up Parties



Traverse City
Cherry Festival

Partner highlights



112 Community partners in total

Numbers

\$1.5M

invested in community
and sponsorships

194

infant CPR kits donated
for choking prevention

550k+

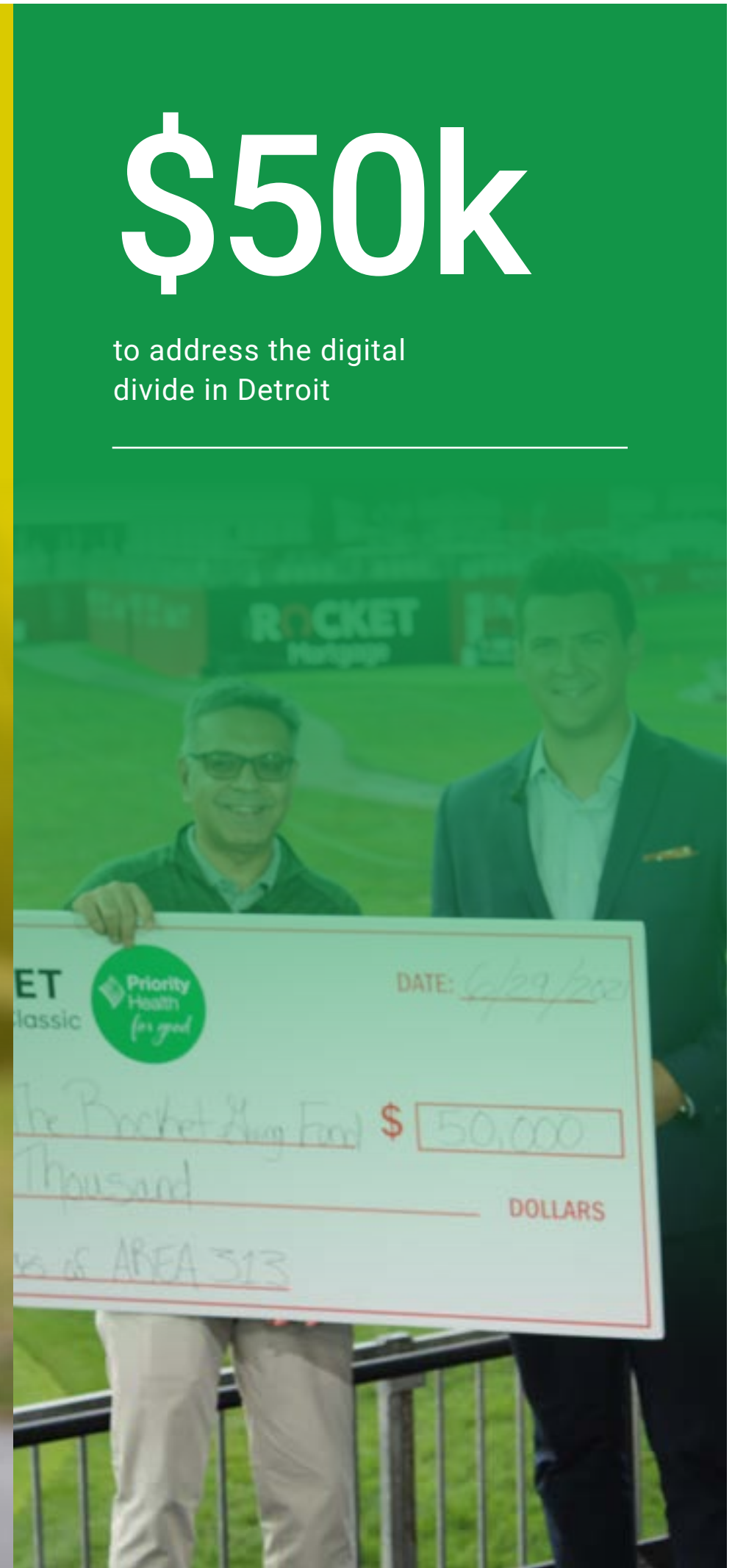
diapers distributed through
Michigan diaper banks

400

trees planted through
ReLeaf Michigan sponsorship

\$50k

to address the digital
divide in Detroit



About the Total Health Care Foundation



The Total Health Care Foundation was formed in 2020 as a result of the merger between Total Health Care—the longest-serving HMO in Detroit—and Priority Health, Michigan’s second-largest statewide health plan.

Our mission:

To improve the health and well-being of the people of Detroit by investing in organizations dedicated to serving the needs of the community.

35 partners to date
Totaling: \$4,958,592

Focus area: Housing

Making the biggest difference in the tiniest way
Partner: Cass Community Social Services

Cass Community Social Services is a Detroit-based agency dedicated to providing food, housing, health services and job programs. In what some have called “the American dream come true” for Detroit’s most disadvantaged populations, the organization initiated the Cass Tiny Home Development, a program providing stable housing for people who can’t qualify for a mortgage. For just \$1 per square foot, people who are unhoused, people with disabilities, youth aging out of foster care, veterans or those formerly incarcerated gain new accessibility toward homeownership, and funding from the Total Health Care Foundation has helped unlock 25 doors to opportunity.

How our grant is being used
To date, Total Health Care Foundation funds have helped Cass Community Social Services finish 25 tiny homes (250- to 500-square-foot houses). After a seven-year rental program, the residents will own the homes, thus giving them affordable housing and an asset.

In addition to providing residential stability and economic opportunity, the tiny homes are also part of a new neighborhood, meaning that residents are helping to revitalize what was once an abandoned section of the city.

“It has been amazing to watch the resurrection of city blocks that had been written off for a few decades. The excitement around the tiny homes project has been contagious.”—Reverend Faith Fowler, Cass Community Social Services, Executive Director of Cass Community Social Services



Supporting the fight
for health equity



For more information about the Total Health Care Foundation or to learn how to apply for a grant, please visit priorityhealth.com/thcfoundation.



INTRO
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HEALTH EQUITY

PRIORITY HEALTH
FOR GOOD
○○○○

PARTNER
HIGHLIGHTS
○○

NUMBERS

TOTAL HEALTH CARE



Priority Health Fitness Court® Madison Heights, MI

Learn more about Priority Health's
community sponsorships and
corporate responsibility efforts.

priorityhealth.com/community



priorityhealth.com/forgood

