



EVERY
connection counts

2024 COMMUNITY REPORT



PSSST...

Did you know this book is interactive?
 Don't miss embedded videos, links and pop-ups for further information.



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TOGETHER, every step of the way



Our ties to our communities go beyond the health coverage we provide. From our employees, partners and members to our local communities, we are committed to walking alongside our neighbors on a journey to better health. Strengthening those ties by listening to personal stories and using data to understand needs allows us to invest (and reinvest) in our communities with our finances, our voices and our time.

The 2024 Priority Health Community Report is a glimpse into some of the enduring efforts to bring health to those around us and in support of our belief that all people have the right to a healthy life.

Click to watch our community partnerships in action.

COMMITTED TO THE GREATER GOOD OF OUR COMMUNITIES

In addition to traditional sponsorships, Priority Health's corporate social responsibility initiative continues its ongoing emphasis on addressing health disparities in the communities we serve. To make real, meaningful health impact, we continue to focus on programs that support healthy activity, maternal and infant health and behavioral health.

We don't have all the answers, but we do have a yearning to listen, a collaborative spirit and an enduring commitment to the greater good of our communities.

A **MISSION** WITH YOU IN MIND:

Improve health. Instill humanity. Inspire hope.

A **VISION** FOR OUR NEIGHBORS AND LOVED ONES:

A future where health is simple, affordable,
equitable and exceptional.

THE **VALUES** THAT SHAPE OUR PATH:

Compassion. Collaboration. Clarity. Curiosity. Courage.

Who we are:

In 1992 a group of doctors created a health plan to serve its members differently. That's how Priority Health began: with members and patients in mind. Who you are inspires who we are. Priority Health is a provider-sponsored health plan serving more than 1.3 million members as part of the not-for-profit health system Corewell Health.

From those humble beginnings, we've grown into a nationally recognized leader for quality, customer service, transparency and product innovation, but remain connected to the needs of the community. That's why we offer health plans including Medicaid, Medicare, individual and family plans, as well as employer-sponsored plans for people throughout Michigan. It's also why the accolades mean so much to us, as many of the awards have recognized our commitment to diversity and customer service from our members themselves.





CLOSER TO THE heart of our community

I am overflowing with gratitude for all the connections that have been made this year between our dedicated team members at Priority Health and our inspiring, passionate partners and the collaboration that made it possible.

Getting closer to the heart of the communities we serve is at the core of our mission to improve health, instill humanity and inspire hope.

This year's Community Report highlights the profound value of being present and aware of the ever-changing health needs of our communities. Our partnerships and investments foster compassionate and mutually beneficial relationships. It is through these connections that we truly make a difference, ensuring our communities are not only supported but thriving and healthy.

There is undeniable value in these partnerships. As you'll witness in the powerful stories within the report, whether through health care initiatives, educational programs or wellness activities, our engagement has consistently shown that when we work together, we achieve greater outcomes.

Since releasing our first Community Report in 2020, we have seen the extraordinary impact our longtime partnerships have made over the years — like providing diapers to thousands of Michigan families. Or our innovative partnership with the National Fitness Campaign to build more than 30 outdoor fitness courts in neighborhoods across the state, creating safe, easy access to exercise.

As we look back at the accomplishments and progress of 2024, it is clear that getting closer to the heart of our communities has played a pivotal role in the progress to help our neighbors become stronger, healthier and more resilient. Constant connection to each other is key to inspiring hope.

Thank you to all our team members, partners, providers, employers and community members for being the conduit to our community, for connecting with us and serving alongside us toward a valiant purpose: building a brighter and healthier future for all.

With gratitude,



Praveen Thadani
President, Priority Health



**Click to watch a
brief message from
President Praveen Thadani.**

SPOTLIGHT ON THE TEAM:

hand in hand with community

Actions speak louder than words, and Priority Health's voice is made up of many compassionate and dedicated team members who volunteer their time, energy and know-how to many worthy causes. That commitment and personal investment are at the foundation of lasting change in society. They are the heart of what defines employee citizenship.



CARE NEVER “PAWS-ES” FOR JILL KEMPTER, RN



Jill Kempter isn't just a rock-star care manager nurse on Priority Health's Commercial Care team. She's also the dog-loving volunteer puppy-raiser for Tate, the adorable goldendoodle that Jill is temporarily housing. Until, that is, Tate is placed as a service dog or a facility dog through the signature Priority Health for Good program, Priority Pups™, in partnership with nonprofit Canines for Change. Jill volunteered to house, feed and train Tate until his formal placement. After sharing her story, Jill has inspired other Corewell Health and Priority Health team members to step up and volunteer.

“

**It's very important, rewarding work,
and I'm grateful for the opportunity
to help a person in need.**

– Jill Kempter, RN Care Manager
Leader, Commercial Care Team

”

Watch Priority Pups™ in action ▶

PRIORITY HEALTH FOR GOOD GIVING WEEK CELEBRATES FIVE YEARS

Established in 2020 to connect employees to community service during the global pandemic, Priority Health for Good Giving Week has continued momentum and has connected team members across the state with virtual and in-person service opportunities.

This year, Priority Health team members gave back through time, donations and movement. Motivated by the activities and service of members, **Priority Health contributed more than \$14,000 to Meals on Wheels of Michigan and the American Heart Association.**



NEARLY
100
HOURS 
VOLUNTEERED
IN ONE WEEK

1,051
MILES OF
ACTIVITY 
SUBMITTED BY
TEAM MEMBERS

116
GREETING
CARDS 
TO MAKE
OLDER ADULTS
SMILE

246
PANTRY GOODS +
HOUSEHOLD
ESSENTIALS 
DONATED TO
MEALS ON WHEELS



“

Serving my community, my neighbors, has been an essential part of my life. It is a joy to come together with people who give their time to causes that are making a difference. It is an honor to work for an organization that makes community a priority.

– Chloe Kidd Taylor, CCHW, PCD (DONA),
Health and Wellness Coordinator,
Population Health Activation, Outreach

”



“

I volunteer to engage with the communities we serve. What I enjoy most is the interactions with so many different people!

– Deonna Thorne,
Supervisor, Medicaid
Enrollment
Department

”

PROVIDING

big support FOR michigan's little ones

Becoming a parent is hard. Really hard. Between taking care of a baby, managing expenses and still finding time to take care of yourself, it can feel overwhelming. And for some Michigan families facing insufficient resources and limited social support, new parenthood is even more challenging.

As a resourceful mother of three, Khadeejah Alazi understands the financial burdens of parenthood all too well. She admits, "It's a lot, saving money. It's hard to buy a lot of diapers when you have two or three kids."

That's why providing the necessary help is so critical. Since 2020, Priority Health has expanded its support to meet the diaper needs of many families across Michigan. Priority Health volunteers and donations supported the Metropolitan Detroit Diaper Bank (MDDDB), Catholic Charities of West Michigan, Grand Traverse Baby Pantry and United Through Motherhood in Benton Harbor. These partnerships helped bring one of the most



important infant and toddler essentials to area parents, so they can focus on raising the next generation of healthy Michiganders.

For Veronica Claybrone, founder and director of the Metropolitan Detroit Diaper Bank, the ongoing support has made a tangible positive impact in the communities she serves. "The diaper need is no joke, and I'm forever grateful to Priority Health for realizing it," she said. "The sponsorship and flexibility have given us the ability to get the team moving and get more people on board to do more (diaper) distributions to the disenfranchised populations we serve."

"The partnership has helped show that the diaper need is a health issue," Veronica added. This year, Priority Health and the MDDDB hosted curbside diaper giveaways for National Diaper Need Awareness Week at high-need locations like the Corewell Health Dearborn Hospital. Over 70,000 diapers were handed out.



1,718,814

Total number of diapers distributed since 2020

“

It's a lot, saving money. It's hard to buy a lot of diapers when you have two or three kids.

– Khadeejah Alazi, parent

”

50% of
U.S. families
struggle with
diaper needs

\$70–\$80
Average cost
of diapers per
month per baby

Source: National Diaper Bank Network (NDBN)

NATIONAL

breastfeeding month

For those who are able, breastfeeding is proven to be beneficial to almost all breastfeeding parents and infants.¹ Breastfeeding rates among historically marginalized women — who are already disproportionately affected by adverse health outcomes² — are far lower than those of other racial groups.³

As a pillar of our Priority Health for Good corporate responsibility initiative, our commitment to maternal and infant health includes addressing racial, economic and societal disparities.

This year, Priority Health supported five grassroots organizations covering the cost of new mama care kits, class registrations, diapers, doula support and even positive health movement initiatives.



¹American College of Obstetricians and Gynecologists. Breastfeeding in underserved women: Increasing initiation and continuation of breastfeeding. Committee Opinion No. 570. Obstet Gynecol 2013;122:423–428.

²Mirsa D, ed. The Women's Health Data Book: A Profile of Women's Health in the United States, 3rd ed. Washington, DC: Jacobs Institute of Women's Health and The Henry J. Kaiser Family Foundation, 2001.

³Centers for Disease Control and Prevention. Racial and ethnic differences in breastfeeding initiation and duration, by state — National Immunization Survey, United States, 2004–2008. Morb Mortal Wkly Rep 2010;59:327–334.

HELPING

kids be kids WITH mental health programs

Kids today are facing challenges and hardships on a level unlike any before. With the Centers for Disease Control and Prevention reporting that nearly 30% of students had poor mental health in 2023¹, mental and behavioral health among school-aged children isn't just a problem. It's an epidemic in need of serious attention.

With half of Michigan parents expressing concerns for their kids' mental health², the trials surrounding childhood mental health hit far too close to home. It's simply not enough to wait and respond after a crisis happens. Priority Health for Good has developed strong partnerships and innovative ways to focus on upstream support, helping build resilience in children earlier to reduce mental health crises.

¹<https://www.cdc.gov/yrbs/dstr/index.html>

²<https://ihpi.umich.edu/news/overuse-social-media-and-devices-top-parent-concerns-kids-head-back-school>



MORE THAN

thin mints[®], GIRL SCOUTS MAKE mental health a priority

Launching in May for Mental Health Month, Priority Health committed to “Tagalong®” with the Girls Scouts of Michigan Shore to Shore in promoting mental health wellness across the state. Helping bring a national patch program promoting mental health wellness to troops in 30 Michigan counties, Priority Health covered the cost of badges to remove the financial barrier so the scouts could keep their focus where it belongs: mental health.

Girls experience mental health crises at nearly double the rate of boys according to the Centers for Disease Control and Prevention, a disparity that fueled the partnership. The program offers guidance for troop leaders to address these concerns and step-by-step actions for scouts to earn patches like “Knowing My Emotions” and “Finding My Voice.”

As one scout said, “I learned that it’s OK to have feelings. And you can try and talk to somebody because maybe they have ideas to help you get you through them.”

The mental health program emphasizes the importance of prioritizing mental and emotional wellness and provides educational tools and resources to help empower youth to build resilience early, which can improve long-term outcomes.

Together, Girl Scouts and Priority Health helped increase access to the program by covering the cost of 562 total patches. Marissa Roberts, parent of two scouts in the program (and former scout herself), expressed her gratitude for the program. “I appreciate being able to have these conversations early and giving girls the wording to verbalize feelings and concerns.”

**My favorite part
is learning about
how to control
my emotions
and help others
cope with theirs.**

– Girl Scout,
Troop 8262



**Click to watch the full
segment on Maranda
Where You Live**

fido, heal!

PRIORITY PUPSTM DEMONSTRATES ACADEMIC AND EMOTIONAL IMPACT IN MICHIGAN CLASSROOMS.

Since launching more than a year ago, Priority Pups™ has tails wagging. The signature program of the Priority Health for Good corporate responsibility initiative is making mental health a priority “fur” all.

In collaboration with the nonprofit Canines for Change, the program supports a variety of behavioral health and educational needs in a space where students spend much of their time: the classroom. These dogs are not pets or mascots. They are highly trained facility animals assigned to in-school adult handlers who assist students facing challenges with emotional regulation and learning.

Students like Shelby have experienced positive changes thanks to the beloved goldendoodle facility dog, Meeka.

Shelby's mother, Laurie Uhl, shares how Meeka has made a difference in her daughter's life. Shelby lives with ADHD, autism and Fragile X syndrome, conditions that can make school challenging. Laurie recalls instances when Shelby was experiencing a tantrum or meltdown, and Meeka's presence helped bring calm and comfort. “It's like a switch,” says Laurie. “I can just see a breath of air just kind of wash over her. And she finds comfort.”

**Studies show¹
that support dogs
can help provide
stability and
comfort, reduce
stress, improve
reading scores and
offer social and
emotional support.**

“The impact of Meeka has been immense,” says social worker Kaleigh Salata of her school's assigned dog. “She supports students in a variety of ways. We frequently see her walking up toward students and sitting next to them. They may not need to talk or want to talk, but Meeka just absorbs that emotion ... that they're experiencing.”

With two Pups placed and working their tails off in Michigan schools and three pups scheduled for placement in 2025, the results are proving overwhelmingly “paw-sitive.” One student, Marcus, explains, “When I need a break when I'm frustrated, I come here because Meeka helps me in a lot of different ways.” Steve Minard, principal of North Godwin Elementary, adds, “We're very appreciative of the

fact that we were given this gift. It's had a huge positive impact on our school.”

Follow **#PriorityPups** and **#PriorityHealthforGood** to stay “pup-dated” (last pun, we promise) as the program continues to grow and make a tangible impact in classrooms across the state.

Outbursts fell this year. Achievement increased this year. Part of the recipe of our success is Scout, and that's the part that we really need to pay attention to.

– Matthew Cortez, Superintendent of
Muskegon Public Schools

¹<https://files.eric.ed.gov/fulltext/EJ1173578.pdf>



MARANDA:

how's it really going?

As part of the Priority Health for Good advocacy pillar, we partnered with local organizations and journalist Maranda, with WOOD-TV, for a six-month mental health public service campaign called “How’s It Really Going?”

By bringing often invisible struggles to light, the partnership highlights mental health challenges unique to young people. Through segments on-air and online, families, educators and students gained access to resources supporting adolescents with mental health concerns. They received practical guidance on difficult topics like returning to school, navigating eating disorders and managing holiday-related stress, with an emphasis on building awareness and providing proactive support strategies.

That awareness has been invaluable to families and educators who have had direct experience with the need for visibility. As one faculty member said, “I am a principal for GRPS and constantly witness students who are missing that pivotal piece in their health. Hidden traumas, painful pasts, childhoods that were never lived — these can affect the physical body. My daughter has seen a therapist since she was 9. Mental health is physical health. I attribute many of my daughter’s successes and strategies to the idea that we have always treated the whole child — mind and body.”

“

**I constantly witness
students who are
missing that pivotal
piece in their health.
Mental health is
physical health.**

– GRPS principal

”

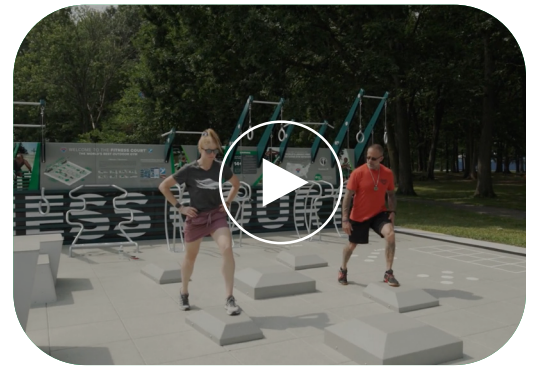


**Click to watch a segment
with our Director of
Behavioral Health, Dr. Dennis.**

fitness for everybody and every body

PRIORITY HEALTH FITNESS COURTS® CONTINUE TO MAKE HEALTHY LIVING A WALK TO THE PARK

Exercise is more than just the key to a healthier life. Chronic illness not only reduces the quality of life for those diagnosed but also contributes to rising health care costs for all. In order to provide support, Priority Health is continuing its multiyear commitment with the National Fitness Campaign, developing community gathering places for neighbors to connect, come together and get healthier.



LOURDES TAKES EXERCISE TO NEW ACCESSIBLE HEIGHTS

For those looking for an inspiring example of someone taking advantage of Priority Health Fitness Courts® to make a positive, enduring impact in the community, look no further than Huffman Park in Madison Heights, Michigan.

It's there you'll find Lourdes Osorio — a certified personal trainer, nutritionist, herbalist and proud Fitness Court ambassador — hosting free, donations-based fitness classes for local residents of all ages, body types and activity levels.

With participants ranging from 50 to over 80 years of age, each week, Lourdes sees a mix of new faces and returning patrons. "I love to assist in the quality of life, and I love the fact that it's basically a gym without walls. It has all the basic necessities. They gave us a place where we can add to the quality of life, so why not show the community how to use it?" she says.

MORE HEALTHY ADDITIONS

What's better than a free, easily accessible fitness court? Twenty-four of them, located in convenient public spaces all over Michigan!

With the goal of establishing 30 Priority Health Fitness Courts® in the next several years, **five new fitness courts** were opened in the past year alone.

[Learn about Priority Health Fitness Courts® ►](#)

24 TOTAL

**PRIORITY HEALTH
FITNESS COURTS®**
(5 NEW IN 2024)



205,250

FITNESS COURT USERS
IN 2024



533,281

MICHIGANDERS



WITHIN A 10-MINUTE
BIKE RIDE OF
A FITNESS COURT

Since the installment of the Priority Health Fitness Court® in her community in 2021, Lourdes has been a steady source of support for her neighbors. She has witnessed the outcomes herself. "I've noticed people out there exercising, and it brings a smile to my face, knowing there is an option to staying healthy without breaking the bank." She even reported that one resident no longer requires a cane, and another has lost over 50 pounds.

It's stories like these and people like Lourdes who demonstrate the real-life value of staying constantly connected to the communities we call home. And as for the fitness court itself, Lourdes is admittedly partial to the pull-up wall. "It gives everybody a variety of ways to use it."

[Become a Fitness Court Ambassador ►](#)



“

They gave us a place where we can add to the quality of life, so why not show the community how to use it?”

– Lourdes Osorio, Fitness Court Ambassador

”

COAST TO COAST WITH free fitness classes

From Detroit to Grand Rapids, it's not just the Priority Health Fitness Courts® that have created more access to free health and wellness opportunities. Priority Health partnered with the city of Grand Rapids and the Detroit Riverfront Conservancy throughout the summer to offer free yoga, dance, Zumba, cardio, strength-training and tai chi classes and more for local residents.

“

These classes bring people together. I look forward to them every year, not just for the workout but because of the friendships I've made.

– Colleen Wilson, Zumba/Yoga Participant

”



DETROIT PISTONS CELEBRITY WHEELCHAIR BASKETBALL GAME

The Detroit Pistons and Reimagine Life Foundation brought back the annual Celebrity Wheelchair Basketball Game for the first time since the COVID-19 pandemic. Presented by Priority Health, the event brought together Reimagine Life Foundation's SportsAbility Program to raise funds to cover the cost of classes, training and equipment.

Appearances from influencers and professional athletes made the event a star-studded occasion to raise awareness and funds for adaptive sports access. Wheelchair athletes demonstrated their impressive skills and athleticism, while the Priority Health Total Health Foundation and Pistons presented a check for \$6,500 to the Reimagine Life Foundation. The event was a true win for the entire community.

HOW FITTING! **FREE** SHOES FOR DETROIT'S FIRST-EVER KIDS MARATHON

In conjunction with this year's 47th annual Detroit Free Press Marathon, Priority Health sponsored the inaugural Kids Marathon and, in partnership with Detroit Public Schools Community District, provided free running shoes and race registration to 250 young participants.

Each of the students was custom fit with a free pair of running shoes to start the race off on the right foot. The runners committed to running a total of 26.2 miles over the course of two months and completed the last mile on October 19 as a part of Detroit Free Press Marathon race weekend.



Photo credit: Detroit Free Press Photographer, Ari Saperstein



“

It's about more than sports. It's about getting back socially active after a tragic event that causes a disability.

– Myreo Dixon, Reimagine Life Foundation Adaptive Sports Coordinator

”

priority health total health foundation

A MESSAGE FROM THE EXECUTIVE DIRECTOR

Connecting to the heart of Southeast Michigan, the Priority Health Total Health Foundation marks its fifth year investing in the health of Metro Detroit residents.

The foundation continues to build relationships with key nonprofit organizations to effect lasting change and transform health outcomes alongside neighbors who need it most living in Wayne, Oakland and Macomb counties.

This year the Priority Health Total Health Foundation remained focused on its mission to improve lives by positively impacting those factors that influence health outside of the doctor's office — such as food insecurity, trauma, lack of housing and health care quality.

This past year 33 nonprofit organizations received grants totaling \$2,206,725 to support the pivotal work of offering healthy food to residents, strengthening families, increasing digital inclusion, reducing maternal/infant mortality and numerous other life-changing initiatives.

Since 2020, more than \$17,183,502 has been distributed to 140 community-based organizations that are each working in their own unique avenue to help residents of Metro Detroit thrive.

Together we are linking arms at the grassroots level to remove barriers and improve health outcomes for Detroiters.

Sincerely,



Shannon Wilson, MPH
Executive Director,
Priority Health Total
Health Foundation



SINCE 2020 . . .

\$17,183,052
in grants distributed

140
grantee organizations

4M+ residents
served in SE Michigan

ABOUT PRIORITY HEALTH TOTAL HEALTH FOUNDATION

The Priority Health Total Health 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 fastest-growing health plan. The mission of the Priority Health Total Health Foundation is to improve the health and well-being of the people of Detroit by investing in organizations dedicated to serving the needs of the community.



JUST A FEW OF THE MANY VITAL PARTNERSHIPS IN 2024:



Forgotten Harvest continually meets the primary need of Detroit families — daily nutrition. Unlike traditional mobile pantry distributions, the Client Choice Market offers flexible appointments during off-hours, ensuring accessibility so that individuals facing food scarcity receive the support and resources they need to thrive.



Hope Against Trafficking, based in Pontiac, rescues and supports individuals involved in the sex trade, while also building awareness to prevent the crime. Survivors, often young teens, receive restorative care as well as education and independent living support.



Life Remodeled brings a one-stop opportunity and essential service hub for students, families and adults living on Detroit's far east side in its renovation of the former Denby school building into a life-giving community center.

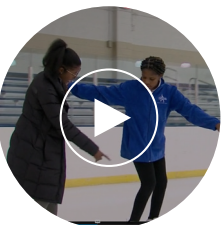


Figure Skating in Detroit provides access to a sport usually out of reach to girls of color. This program helps Detroit girls transform their lives and grow in confidence, leadership and academic achievement as they master and compete in the sport of figure skating. Hear their story and see them skate.



Detroit Horse Power offers another sport usually inaccessible to youth of color in Detroit — horseback riding. Watch the video showing the monumental impact equestrian opportunities are making on Detroit's youth.



GOVERNOR'S SERVICE AWARD

The Priority Health Total Health Foundation received the prestigious 2024 Governor's Service Award in the Corporate Social Impact category in recognition of its life-changing partnership with key Metro Detroit nonprofits.

COUNTING ON compassion

Our commitment to improving health in the communities we serve remains a constant goal. Here's a quick look at progress that's been made over the past year.



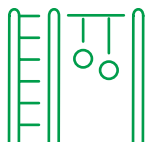
**2024
YEAR IN
REVIEW**



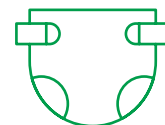
\$3,765,159
TOTAL INVESTED
THROUGH
FOUNDATION GRANTS,
SPONSORSHIPS AND
PHILANTHROPY



168
TOTAL PARTNERS
AND GRANTEEES



5 NEW
PRIORITY HEALTH
FITNESS COURTS®
OPENED



266,100
TOTAL DIAPERS
DISTRIBUTED



7,015
MORE PEOPLE HAVE
ACCESS TO FITNESS
COURTS® WITHIN A
10-MINUTE WALK



2,282

COMMUNITY
IMPRESSIONS AT
MENTAL HEALTH
AWARENESS EVENTS



13,758

PARTICIPANTS
IN FREE
FITNESS CLASSES



115

TEAM MEMBERS
TRAINED IN MENTAL
HEALTH FIRST AID



3,816

PRIORITY PUP
CONNECTIONS WITH
STUDENTS



26 WEEKS

OF DIAPER
SUPPORT



562

MENTAL HEALTH
PATCHES AWARDED
TO GIRL SCOUTS



110+

FREE VIRTUAL VISITS
FOR UNINSURED



CONNECTING ACROSS THE STATE



GRAND RAPIDS

ARTPRIZE EDUCATION AND FIELD TRIPS

Priority Health and Corewell Health together sponsored the year-round ArtPrize education program, which included immersive field trips for students to experience the art festival in downtown Grand Rapids. More than 2,700 students from all over the state engaged in the program, boosting their knowledge and connecting art to their mental health.



KENTWOOD

MARANDA PARK PARTIES

Celebrating its 30th year in partnership with Maranda and WOOD-TV, Priority Health sponsored Park Party Recess events throughout West Michigan.

The events offered meals, play, exercise and entertainment for students attending summer school.



GRAND RAPIDS

GRAND RAPIDS GRAN FONDO

It was another successful year for Michigan's signature cycling event, Gran Fondo. Priority Health had the honor of being the official pace car for 30 Priority Health team cyclists as they joined 1,600 other riders in West Michigan. Collectively, the event raised \$73,000 for Mary Free Bed Rehabilitation Hospital.

**DETROIT****DETROIT
HARVEST FEST**

There was plenty of fun to go around for kids and adults of all ages in early October. In partnership with the Detroit Riverfront Conservancy, Priority Health presented the Kids Zone and Kids Stage at the 2024 Detroit Harvest Fest & Food Truck Rally. With arts and crafts, an inflatable fun park, breakdancing and Halloween-themed science projects, it was a festive event that got the whole family out and moving on the Dequindre Cut in downtown Detroit.

**TRAVERSE CITY****TRAVERSE CITY 5K AND
CHERRY FESTIVAL PARADE**

Joining the beloved Traverse City tradition, Priority Health continued its longtime sponsorship of the National Cherry Festival 5K run/walk, which welcomed active participants of all ages. After the race, a group of team members walked alongside the Priority Health for Good car, waving to nearly 50,000 attendees at the Cherry Royale Parade. The team handed out reusable water bottles to provide refreshment on a hot day.

**KALAMAZOO****KALAMAZOO
BACK-TO-SCHOOL BASH**

Priority Health joined with the Kalamazoo Family Health Center and many other community organizations to celebrate going back to school with an energetic carnival. Attendees received personal care kits, backpacks filled with supplies and information on vaccinations. A Priority Pup, Piper, made an appearance to bring smiles and calm any back-to-school jitters for parents and students.



Priority Health™

2024 COMMUNITY REPORT

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Total Health Foundation

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 **Priority Health™ for good**

[Learn more ▶](#)

Helping Michigan's Uninsured

Free virtual visits from Curai Health through June 2025

 **Priority Health™** |  **Curai Health**

[Learn more ▶](#)

