



Engaging Medicaid Members in a Changing Policy Landscape:

Lessons from CareFirst and
Wider Circle



Agenda

Wider Circle's local, community-based support groups address SDoH and improve health outcomes



CONFIDENTIAL

Introductions

Wider Circle Program

Our work in Maryland

Wider Circle -Local Perspective

Stories from the Circle

Discussion

Closing and Q&A



Meet the Panelists



**Yara
Elbeshbishi**
Sr. Business
Consultant of
CareFirst Community
Health Plan



Bill Friedman
VP of Payer
Engagement
Wider Circle



**Melissa
Gallagher**
VP, Account
Management
Wider Circle



Wider Circle, Our Company

- Founded in 2015 as a public benefit corporation, our flagship **Connect For Life**® program is delivered in the **local language** and in thousands of communities across the country.
- Wider Circle is a **people -first, technology -enabled,** solution designed to **address HRSN and SDoH**.
- We employ and train **Member Engagement Specialists** who live in the communities they serve and enlist **thousands of peer ambassadors**
- We **improve quality measures, health outcomes**, and **member experience** on behalf of health plans and risk-bearing providers.

10+ Years in Market
3M+ Beneficiaries



ABOUT CAREFIRST BLUECROSS BLUESHIELD

- CareFirst BlueCross BlueShield (CareFirst) is one of the nation's largest not-for-profit healthcare organizations.
- Our mission is to advance accessible, affordable and high-quality healthcare focused on what matters to the people and communities we serve.
- With data from over 1.8 million providers nationwide, CareFirst delivers key insights into healthcare quality and affordability.
- We're relentlessly focused on developing solutions that not only improve care quality and lower costs today, but change the way healthcare is delivered and experienced now and for the future.



87+ years

in business



3.5M

members



1.8M

U.S. providers



\$403M+

in support of regional
community impact*



Building Communities for Health

The Member Journey

Building the Circle

1

Awareness & Recruitment

Target membership with comprehensive and personalized outreach

2

Build Local Communities

Cluster members by plan, care needs, location, demographic & psychographic touch-points

3

Program Onboarding

Assess needs
Action plan

4

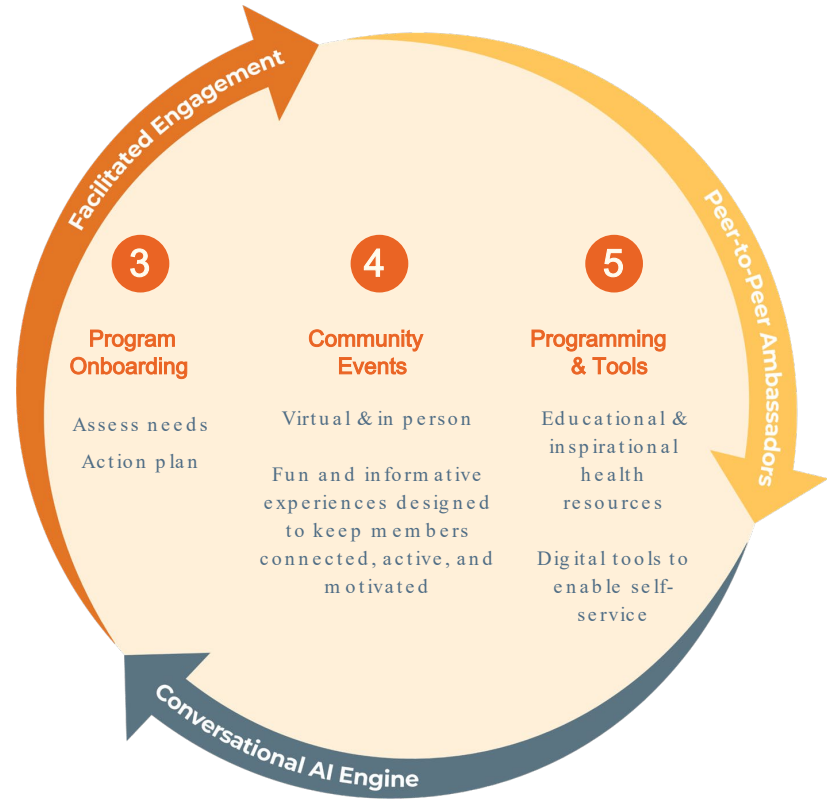
Community Events

Virtual & in person
Fun and informative experiences designed to keep members connected, active, and motivated

5

Programming & Tools

Educational & inspirational health resources
Digital tools to enable self-service





Wider Circle Actuarial Methodology Validated by Milliman, Leading Actuarial Firm

Wider Circle uses retrospective cohort studies with 1:1 propensity matching to evaluate the effectiveness of its programs

Engaged Milliman to conduct a thorough review to assess the appropriateness of this methodology in quantifying impact



“Overall, we conclude that the methodology Wider Circle uses to quantify the potential impact of its CFL program is reasonable and appropriate, in terms of approach and assumptions used, for its intended use.

Wider Circle’s approaches for quantifying impact are consistent with typical actuarial practices.”



The full report may be found here:
<https://www.milliman.com/en/insight/independent-review-of-wider-circle-methodology-cfl>



Solving The Last Mile of Engagement

Community -Based
Engagement

+

Peer
Support

=

Validated
Outcomes



- Revenue
- SDoH
- Cost & Quality
- Compliance



Q&A



Thank you!

To learn more, please email:
bfriedman@widercircle.com

