



2023

COMMUNITY OUTREACH

IMPACT REPORT



CARING

for our

Communities

CARING for our **Communities**

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Throughout 2023, HAP continued our work to connect with communities across Michigan, supporting groups and programs that focus on improving the health and well-being of area residents. This Impact Report, *Caring for Our Communities*, provides a variety of details about our outreach statewide including:

- Financial details of our outreach last year
- A list of the organizations we supported
- Spotlights on several of these organizations
- An overview of our joint venture with CareSource, a managed health plan that HAP now partners with to provide Medicaid and MI Health Link benefits to Michigan residents

This report also provides an explanation for the Social Determinants of Health, and how HAP uses them in our strategies to support members' whole health and well-being.

At HAP, we are proud of our dedication to helping our members achieve their health goals. Our programs are designed to put each person we serve in charge of his or her own goals as well as how to understand them. We know that it isn't easy. That's why creating Impact Reports like this helps to measure the progress we have made as we work to build healthier communities for everyone. Now that HAP has expanded its reach into Western Michigan as well as Southeastern Michigan, we have an opportunity to develop even more success stories. We are pleased to share our 2023 accomplishments with you.

Dear Valued HAP Friends:

It's another year and another chance for me as CEO of HAP to congratulate the group of community-minded professionals we have here at HAP. This group has touched so many lives and built tremendous awareness for greater well-being among residents statewide. It is an honor to lead this organization.

In addition to serving over 1,000,000 people through our Community Outreach in 2023, we also partnered with CareSource, a Midwest-based managed care organization based in Dayton, Ohio. HAP and CareSource joined to provide more quality health care coverage to more Michigan residents through combined Medicaid MI Health Link offerings.

HAP has been Michigan's home for health care for more than 60 years. We partnered with more than 250 organizations in 2023, providing financial support as well as volunteer aid.

This report describes in detail only a few of the groups for which HAP made a difference during the past year. I am proud to note that "making a difference" is our legacy—we are always looking for ways to improve lives for the largest possible audience and to reinvest in their communities.

Health equity is a continuing concern for us at HAP as is food insecurity and maintaining the social determinants of health for the hundreds of thousands of Michigan residents we serve. Each year, we find innovative and cost-effective ways to continue the search for solutions to these issues. We made headway in 2023 toward these goals, and I hope you can see the progress as you review this report. Thank you.



Michael Genord, M.D., M.B.A.
President and CEO, Health Alliance Plan



“We partnered with more than 250 organizations in 2023, providing financial support as well as volunteer aid.”



We love kids!

We honor kids with our community efforts. We also respect their privacy and we work to safeguard their identities. That's why, when we showcase photos with kids, our HAP sun blocks their face from view. Isn't that what sunblock is?

About HAP

HAP is a subsidiary of Henry Ford Health, one of Michigan's leading health care systems. Founded in 1960, HAP provides health insurance product lines for employer group plans, individual plans, Medicare Advantage, Medicaid with our partner CareSource and self-funded plans. We regard our mission as the enhancement of the health and well-being of Michigan communities across the state.

HAP covers 430,000 lives in Michigan, whom we call our members. Our Community Outreach expanded westward in 2022 to include organizations in Grand Rapids and nearby communities. We added health care providers with this growth as well, now peaking at more than 50,000 provider partners.

HAP is governed by a diverse volunteer board of directors representing a variety of industries that include health care, automotive/manufacturing, financial services, education, professional services, consumer services and community planning.

Our subsidiaries and business partnerships include Alliance Health and Life Insurance Company, ASR Health Benefits, HAP Empowered Health Plan and Health Alliance Administrators, Inc. HAP is known for our community giving and volunteerism. Our outreach programs focus on wellness, youth, education, diversity, community development, and arts and culture. HAP also offers a variety of wellness programs for preventive care, worksite wellness and digital coaching.

SOCIAL DETERMINANTS OF HEALTH (SDoH)

HAP supports organizations that positively impact SDoH. These are the conditions where people are born, live, learn, work, play, worship and age, that impact their health and quality of life. HAP breaks these down into specific conditions for an individual. These SDoH are what we ask organizations to tell us about so that we can determine how HAP can help.



ACCESS TO QUALITY HEALTH CARE

Health coverage, provider availability, quality of care and linguistic/cultural competency

COMMUNITY AND SOCIAL CONTACT

Social integration, support systems, community engagement, discrimination, stress

EDUCATION

Literacy, language, early childhood education, vocational training, higher education

FOOD QUALITY AND STABILITY

Hunger, access to healthy options

ECONOMIC STABILITY

Employment, income, expenses and debt, medical bills, support

NEIGHBORHOOD AND PHYSICAL ENVIRONMENT

Housing, transportation, safety, parks, playgrounds, walkability, ZIP codes and geography

HAP Product Lines of Coverage

- ✓ **Employer group plans**
- ✓ **Individual plans**
- ✓ **Medicare Advantage**
- ✓ **Medicaid**
- ✓ **Self-funded plans**

430,000+
LIVES COVERED

PROVIDER **PARTNERS**
50,000+

HAP Key Community Outreach Initiatives

Establish and manage relationships with human service agencies and nonprofit organizations that support community health and well-being.

Partner with Henry Ford Health, other contracted providers and enrolled employer groups to present community event and member engagement activities.

Coordinate Medicaid and MI Health Link Consumer Advisory Councils to gather feedback and better serve our members.

Identify, promote and coordinate HAP employee volunteer opportunities.

Manage high-profile corporate initiatives such as the American Heart Association Heart Walk, the HAP Crim Festival of Races and Game on Cancer.

HAP 2023 Partner Organizations

HAP's Community Outreach in 2023 reached 250 organizations across the state of Michigan. As we have done each year for our outreach activities, we seek examples of groups that have positive influences on the Social Determinants of Health. In addition, we rely on the guidance provided by our Community Advisory Committees.

Dental Clinic Days and Women's Clinic Days

HAP has developed a partnership with Covenant Community Care. Covenant is a faith-based, Federally Qualified Health Center providing medical, dental, obstetric and behavioral health care services to the people of Metro Detroit, regardless of a person's ability to pay. During June 2023, HAP worked with Covenant to provide eligible HAP members with dental cleanings and X-rays. Using Dental Clinic Days such as this enables HAP members to receive dental services, especially those who have not found an office they can trust

to provide these services. Each member received a \$25 gift card, lunch and a HAP swag bag.

In partnership with Henry Ford Health, HAP hosted two Women's Health Clinic Days at the New Center One location in Detroit in October. Among the services provided to area women were mammogram screenings, cervical cancer screenings and Annual Adult Access visits. These efforts support closing certain gaps in care for many Medicare members.



OneSight

In July, thanks to HAP and the OneSight EssilorLuxottica Foundation, 401 kids and adults received an eye exam, and 218 pairs of glasses were dispensed at Grace Community Church in Detroit. The Foundation's stated goal is to eliminate uncorrected poor vision in a generation by creating sustainable access to vision care. This year, two television stations broadcast the event in action on July 6 and July 8 and interviewed some

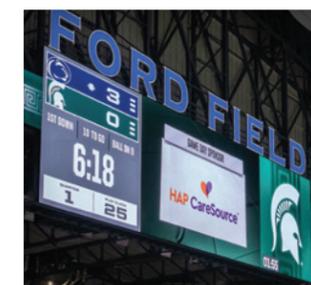
of those who received glasses for the first time. Other health screenings occurred during these days in July as well including dental care, hearing screenings, blood pressure screenings and other health screenings. Of those tested for vision care, 88 percent needed glasses. The Foundation follows the adage, "Good vision has the power to unleash our full potential to help us learn better, keep us safe and promote a more inclusive society."



MSU/PSU Activation Game

HAP CareSource sponsored the MSU-Penn State football game at Ford Field in November. HAP CareSource also provided an opportunity for 30 students from Bates Academy, along with one family member, to attend the game. Families were greeted by HAP employees and received a T-shirt, rally towel and food voucher. Bates Academy was recently recognized as a premier public school

with a statewide rank of 1 and nationwide rank of 219 by The U.S. News & World Report. HAP is committed to supporting our partnership with the Detroit Public School Community District (DPSCD) and this event provided an opportunity to expand our community reach by bringing in CareSource and MSU.



Cass Community Social Services and NOAH Project Detroit

We work with Cass Community Social Services on a monthly basis to assist with meal preparation and then serving the meals to area residents across the City of Detroit. For example, HAP volunteers provided more than 200 meals in February. Cass Community generally provides help in areas of concentrated poverty, providing programs for food, health, housing, and jobs.

The NOAH Project Detroit serves the homeless community in downtown Detroit and its goal is to end homelessness in the city. HAP sponsors monthly events with this group to ensure that

people have food security. In October, more than 250 homeless people enjoyed sloppy joes, turkey sandwiches, potato salad, donuts, chips, coffee, punch and water. No food was left by the end of the lunch that day at Central United Methodist Church in Detroit.

Each month NOAH Project Detroit and HAP serve such a meal. The dishes vary, but the appreciation and enjoyment are always the same. HAP employees also volunteer for these lunches whenever possible.



Detroit Public School Community District (DPSCD) and Detroit Health Department

HAP's partnership with DPSCD featured activities throughout 2023 including HAP's donation of \$75,000 for coats for Detroit school kids as HAP has done in past years. Other activities included: In April, HAP donated five new bicycles and five new helmets at Catherine C. Blackwell Elementary School. The Detroit Health Department, another HAP partner, was also a part of this event with its safety presentation for the students that day. At West Academy in August, HAP team members

helped to organize the coats room to prepare for the distribution of items to Detroit public school students. West Academy is a host donation site accepting coats, pantry items, shoes, clothes and other items from donors. In September, HAP participated in a back-to-school event at Holy Ghost Cathedral. HAP was there providing important information about health care needs. HAP reached more than 100 members in the community as part of this community event.



MSU Grind Week and Izzo Legacy Walk

HAP has partnered extensively with Michigan State University for charitable events and health care coverage through the MSU Health Care program. In April, HAP was a National Champion level sponsor for the Izzo Legacy 2023 5K run in East Lansing. The event raised close to \$500,000 for 13 MSU and local charity groups. Then, in September, HAP CareSource partnered with MSU to sponsor Grind Week, an event that brings back former MSU basketball players to scrimmage with current players. This first joint venture activity with CareSource and HAP also included a free basketball camp for the Boys and Girls Club of Michigan with coaches from former and current team members.



Meals on Wheels/Grand Rapids and Food Pantry/Flint

In 2022, with HAP's expansion in West Michigan, a relationship was forged with Meals on Wheels in Grand Rapids. In 2023, HAP continued its support as a sponsor for the March for Meals two-miles Community Walk and 5K Run. Sponsorship money from this event is used to support HAP's senior nutrition programs including home-delivered meals, dining sites and senior food pantries. HAP's work with the Hurley Food Farmacy continued strongly as well in 2023. In March, 10 HAP volunteers helped the Farmacy from 9 a.m. to noon, providing 5,328 meals for that community. That shows what a difference volunteering a few hours can make to a community.



Food Bank of Eastern Michigan – Hunger Action Month and Empty Bowls

HAP was the presenting sponsor for the Food Bank of Eastern Michigan's 33rd Annual Empty Bowls fundraiser in September. Empty Bowls was started by an art teacher in Michigan in 1990 to give students a way to raise money for the local food bank. The clay bowls students made were used during the fundraising event. This activity has grown in popularity and has become a signature fundraising event for food banks across the nation. Tickets included soup, bread and dessert from local businesses plus a one-of-a-kind hand-crafted bowl by local artisans to serve as a reminder of hunger in our communities. The event also included cooking demonstrations, in-person and online auction, raffle and entertainment.

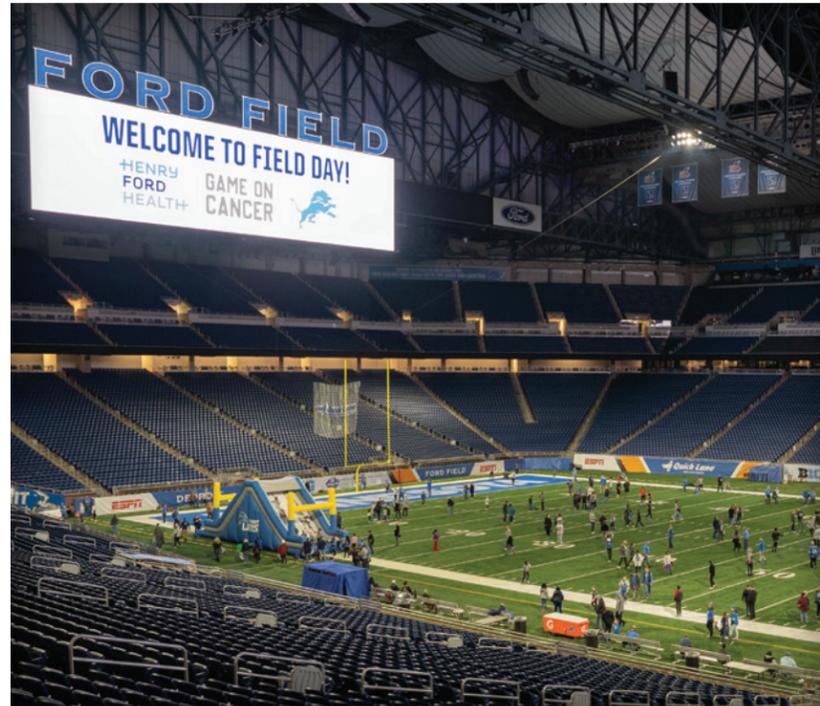


HAP Fundraising

GAME ON CANCER

Game on Cancer (GOC) is HAP's partnership with the Detroit Lions, the Detroit Pistons, Henry Ford Health and other corporate partners. The goal is to raise awareness and funds for patients of the Henry Ford Cancer Institute.

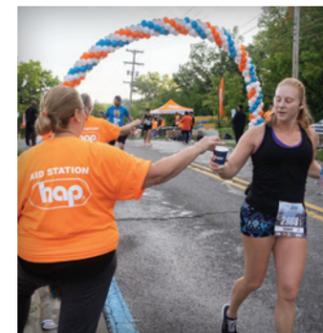
Among the activities that the Game on Cancer program includes are a Field Day at Ford Field of activities featuring Detroit Lions and legends, playing football and participating in on-field football clinics. It is a popular event for families from all over the Detroit area. All of the money raised through GOC events is used to pay for essentials such as housing, food, utility bills, transportation to appointments and similar needs while also supporting critical programs and cancer research.



CRIM

HAP is the primary sponsor for the Crim Festival of Races every year in August in Flint. The three-day event is named for former Michigan House Speaker Bobby Crim who developed the concept as a way to encourage Flint area residents to be more aware of staying healthy.

In 2023, more than 8,900 runners participated in the 46th HAP Crim Festival of Races. Coming from 32 states, the runners represented 250 Michigan communities and other countries including Poland and Denmark. More than 35 HAP employees volunteered to support Crim, and the HAP Water Station at Mile 5 was nominated as "Fan Favorite" by the thousands of runners. The Crim Fitness Foundation receives HAP financial support as well each year. Currently the Foundation serves 40,000 people annually.

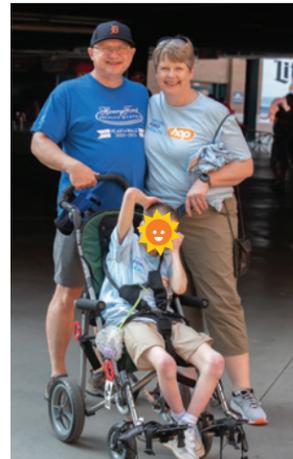


HAP Fundraising

HEART WALK

The 2023 Metro Detroit Health and Stroke Walk and 5K in June was kicked off by a HAP Heart Walk Rally Day Employee event on April 5.

HAP CEO Dr. Michael Genord led the crowd at HAP for the April kick off while Black Tie Productions provided live music. As partners Henry Ford Health and HAP raised more than \$220,000 in support of the Heart Walk, surpassing their goal of \$200,000. HAP had four teams and 53 walkers signed up for the June Heart Walk. Walking helps to save lives by funding for life-saving research.



How to make Donation Requests for 2024



Our Community Outreach extends to Michigan-based health, civic, educational, cultural and faith-based organizations. We look for those that positively impact the Social Determinants of Health (See our description for the Social Determinants of Health in this report).

- 1 We ask groups to send requests to HAP at least eight to 12 weeks in advance, whenever possible.
- 2 Details on the application process can be found online. It's important to include demographic information about your organization to help us determine what level of help HAP can provide. We welcome your requests, and we thank you for joining us in our mission to improve the health and wellbeing of thousands of Michigan residents.
- 3 Interested groups can visit hapcaresource.com to request donations.

HAP

2023 Partner Organizations

"Just Ask" Foundation Inc.
 15th Street Block Club
 Advantage Health Centers - HOPE Village
 Alzheimer's Association-
 Greater Michigan Chapter
 American Heart Association Inc.
 American Indian Health & Family Services
 Antioch Detroit
 Area Agency on Aging of Western Michigan
 Asbury CDC
 Aspire
 Assumption Cultural Center
 Back to the Bricks Inc.
 Beat the Streets Detroit
 Big Brothers Big Sisters
 Big Brothers Big Sisters of
 Flint and Genesee County
 Birch Run/Bridgeport
 Convention & Visitors Bureau
 Black United Fund of Michigan
 Blessings in a Backpack Avondale
 Boys & Girls Clubs of Greater Flint
 Bridging Communities Inc.
 Burton Race Series
 Carriage Town Ministries
 Cass Community Social Services
 Catholic Charities of Shiawassee and
 Genesee Counties
 CenterPoint Church
 Charter Township of Flint DDA
 Child & Family Services of Saginaw
 City of Grand Blanc

City of Kentwood
 City of Kentwood Parks & Recreation Department
 City of Troy
 City of Wyoming
 Clinton Township Senior Center
 Clio Amphitheater
 Coleman A. Young Foundation
 Community Health and Social Services (CHASS)
 Compassionate Senior Care Services, Inc.
 County of Jackson
 Crim Fitness Foundation
 Crossover Outreach
 Crossroads of Michigan
 Curators of Black Excellence
 DBusiness Magazine
 Detroit Donates, Inc.
 Detroit Economic Club
 Detroit Health Department
 Detroit Impact, Inc.
 Detroit Public Schools
 Community District Athletics
 Detroit Public Schools Foundation
 Detroit Recovery Project
 Easter Seals Michigan
 Ele's Place
 Ennis Center for Children
 Evergreen Commons
 Flint & Genesee Group
 (Formerly Chamber of Commerce)
 Flint Alumnae Chapter Delta Sigma Theta
 Sorority, Inc.
 Flint Farmers' Market

Food Bank of Eastern Michigan
 For-Mar Nature Preserve & Arboretum
 Forgotten Harvest
 Friends of Public Transportation
 Genesee Community Health Center
 Genesee County Free Medical Clinic
 Genesee County Habitat for Humanity
 Genesee County Parks & Recreation Dept.
 Genesee Health Plan
 Gianna House Pregnancy and
 Parenting Residence
 Gilda's Club Grand Rapids
 Girl Scouts of Southeastern Michigan
 Grace Community Church
 Grace Emmanuel Baptist Church
 Grand Blanc Chamber of Commerce
 Grand Rapids Asian Pacific Festival
 Grand Rapids Chamber of Commerce
 Grateful Giving Foundation
 Great Lakes Division, Inc.
 Great Start Foundation Inc.
 Greater Flint Arts Council
 Greater Flint Health Coalition
 Greater West Bloomfield Chamber of Commerce
 Hamilton Community Health Network
 Holland Home
 Honor Community Health
 Hope Network
 Hopewell CDC Inc.
 Horatio Williams Foundation
 Jesus Ink Printing

Juneteenth Jubilee Detroit
 Kent County Welcome Plan
 Kevin's Song
 LAHC- Leaders Advancing and
 Helping Communities
 Lakes Area Chamber of Commerce
 Leadership Oakland
 Life Remodeled
 Luella Hannan Memorial Foundation
 Mass Transportation
 Meals on Wheels Western Michigan
 Metropolitan Baptist Church
 Michigan Association of CPAs
 Michigan Colleges Alliance (MCA)
 Michigan Community Health Worker
 Alliance (MiCHWA)
 Michigan Humane
 Michigan Public Health Institute
 Michigan West Coast Chamber
 of Commerce
 MISHRM
 Mittens for Detroit
 MIU Men's Health Foundation
 MoGo
 Motherly Intercession, Inc.
 Motor City Mitten Mission
 Motor City Pride
 MSU Health Care
 National Kidney Foundation of Michigan
 New Jerusalem Missionary Baptist Church
 Next Steps 4 Seniors Foundation
 Next-Your Place to Stay Active and Connected

HAP 2023 Partner Organizations

Northview Senior Citizens
 Novi Senior Softball League
 Oakland Family Services
 Oakland Grand Haven LLC
 OneSight EssilorLuxottica Foundation
 Operation Transformation
 Orchards Children's Services
 Orion Township Parks and Recreation
 Parks, Recreation and Cultural Services
 Peace Tree Parks
 Pink Sisters Inc
 Pontiac Community Foundation
 Pope Francis Center
 Royal Oak Chamber of Commerce
 Ruth Ellis Center
 Second Chance DM
 Second Chance Ministries Deliverance Church
 Senior Circle Expo
 Senior Marketing Group Lakeshore Area
 Senior Neighbors
 Shelter Association of Washtenaw County
 Shelter of Flint
 Sickle Cell Disease Association of America, Michigan
 Springfield Baptist Church
 Swartz Creek Hometown Days
 Taylor Conservatory Foundation
 The Bharatiya Temple of Metropolitan Detroit
 The First Tee of Eastern Michigan
 The Flint Diaper Bank
 The Izzo Legacy

The Natural Momma Me Initiative
 The Noah Project Detroit
 The Power Company Kids Club
 The Salvation Army L.I.F.E. Center
 Total Life Prosperity, LLC
 Trendsetters Productions
 Tulip Time Festival, Inc.
 Undergroup Railroad, Inc.
 United Church Outreach Ministry
 United Way of Genesee County
 United Way of Washtenaw County
 University of Detroit Mercy
 University of Michigan Adaptive Sports & Fitness
 Urban League of Detroit & Southeastern Michigan
 Valley Area Agency on Aging
 VETLIFE
 Viviano Flower Shop
 Weiss Child Advocacy Center
 Well of Hope
 West Bloomfield Parks & Recreation Commission
 West Michigan Asian American Association Inc.
 Western Wayne Family Health Centers
 Whaley Children's Center
 Whew, Mama! LLC
 Words of Hope 4 Life
 Wyoming Kentwood Chamber of Commerce
 YMCA of Greater Flint
 YMCA of Saginaw
 YWCA of Greater Flint
 Zehnder's Snowfest



HAP CareSource is a joint venture that began October 1, 2023, between HAP and CareSource, a Dayton, Ohio-based nonprofit managed care organization that serves 2.3 million members with Medicaid and government-sponsored health care organizations in eight states. The joining of these two Midwestern non-profits is enabling thousands more Medicaid-eligible individuals to access quality and comprehensive health coverage in the state of Michigan.



CareSource's excellent track record of customer service and community impact makes the organization a great cultural fit with HAP, which has an established reputation as Michigan's home for healthcare. **HAP CareSource** will develop new programs and products to better serve the people of Michigan and expand coverage for the joint venture statewide.





COMMUNITY OUTREACH TEAM

Charles “Chip” Tischer
DIRECTOR

De’adra W. Goldston
LEAD STRATEGIC
PARTNERSHIP REPRESENTATIVE

Jasmine Henry
STRATEGIC PARTNERSHIP REPRESENTATIVE

Claire Horlings
STRATEGIC PARTNERSHIP REPRESENTATIVE

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Christopher Purnell
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STRATEGIC PARTNERSHIP REPRESENTATIVE

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EXECUTIVE COMMUNITY LIAISON
