





## MISSION

To make a difference in the lives of underserved people by improving their health care.





## *Health Care with Heart*

In our 24-year history we've seen unbelievable growth and change in the health care industry. However, there has never been a more exciting time than what Health Care Reform will bring in 2014. We've spent the past several years preparing for this moment, and now 2013 is the year of execution for CareSource.

From our strategic alliance with Humana to our new contract in Ohio, growth is a word we have been using a lot. And while for some growth means increased profits for shareholders, at CareSource our members are our shareholders. Our success is measured by the lives we are able to touch – that is the true benefit of growth.

*Health Care with Heart* isn't just our new tagline; ***it's the way we do business.*** It is about putting our members' needs first. It's about living out our non-profit mission, every day, in every state we serve and with the 900,000 members we touch.

**PAMELA B. MORRIS**  
President & CEO



## **SIGNATURE GRANT DENTAL SEALANT COLLABORATIVE**

Dental issues are the top-rated unmet health need in Ohio. Public Health Dayton & Montgomery County received a \$50,000 grant to coordinate a dental collaborative that will provide dental sealants for children in low-income school districts.

*Health Care with Heart*

## **Highlights of 2012**

- ♥ Selected as one of five Medicaid managed care organizations by the state of Ohio to serve low-income Ohioans
- ♥ Accredited by the National Committee for Quality Assurance for outstanding service and clinical quality
- ♥ Added approximately 450 new jobs in Ohio and Kentucky
- ♥ Hired 60 Navigators statewide to care for our high-risk members
- ♥ Formed an alliance with Humana, a national Medicare leader, to serve members who qualify for Medicare and Medicaid
- ♥ Entered the Louisville, Kentucky market as part of CareSource – Humana Alliance
- ♥ Recognized as a partner in innovation by The Centers for Medicare and Medicaid Services
- ♥ Awarded 108 CareSource Foundation grants totaling \$977,000
- ♥ Ranked 14th among Training magazine's Top 125 training organizations in the country
- ♥ Honored by Dayton Business Journal with a Women in Business Leader of the Year award to President/CEO Pamela Morris
- ♥ Received a Pinnacle Award from the Ohio Association of Health Plans

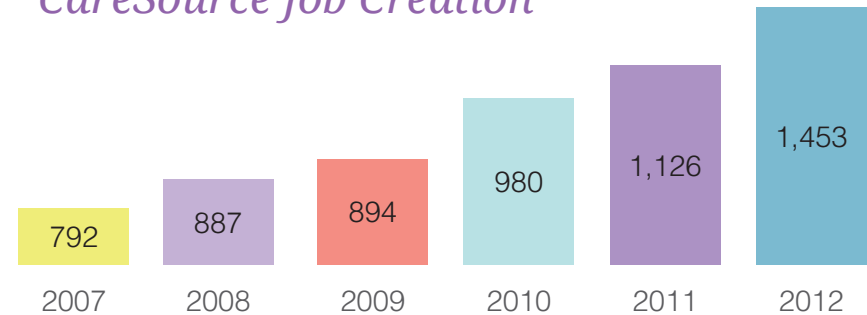


## Continued Growth

In April 2012, after an extensive submission and review process by the Ohio Department of Medicaid (formerly Ohio Department of Job and Family Services), CareSource was named one of five statewide plans to serve the Medicaid population in Ohio. We're proud to say that those who select CareSource, stay with CareSource and even refer their friends and family because of the service and care we provide.

We pioneered the managed Medicaid model in Ohio in 1989. Since then ***we've grown to cover more than 900,000 lives statewide and are now one of the largest Medicaid managed care plans in the nation.***

### CareSource Job Creation









A decorative graphic on the left side of the page. It features several stylized purple leaves of various shapes and sizes. Below them is a photograph of a green plant with large, variegated leaves. In the bottom left corner, there is a small, framed photograph of a young girl with dark hair, smiling, wearing a colorful patterned top.

## ***Navigators***

In 2012, CareSource paved the way for a new model of care management in Ohio. For many years our care management was conducted via phone with a member. However, this past year we returned to our roots and added navigators to work in the communities where our most complex members live.

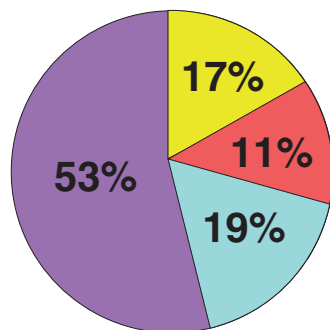
The navigator concept was designed by Dr. Harold P. Freeman of Harlem, New York, to address the gaps and lack of access to medical treatment, particularly for people experiencing multiple obstacles to access and use of care. In applying his model at CareSource, we gave health care both a heart and a face to help our members gain access to important medical care and navigate treatment.

While we thought that getting to know members in their environment would bring a new level of understanding about their health needs, we were astonished by what we learned. ***Our new face-to-face model allows us to have a holistic view of our members' needs.*** It also helped us to add jobs throughout the state by hiring men and women who were unemployed, had diverse backgrounds, and varied life experiences.



## Fresh Thinking

We thrive on innovation. It gives us the chance to touch more lives. Every day we set out to put a focus on providing health care with heart.



### *MTM Types of Interactions*

- Prescriber Contact
- Complete Medication Review
- Patient Education Monitoring
- Medication Compliance

### MEDICATION THERAPY MANAGEMENT

The Medication Therapy Management Program (MTM) utilizes pharmacists' clinical training and communication aptitude to monitor CareSource members' medication regimens while controlling overall costs. The MTM program was launched in July 2012 and is a collaborative project between CareSource and community pharmacists in Ohio.

The goal of MTM is to **identify opportunities for the pharmacist to improve a member's medication regimen**. Roughly 4% of CareSource members and 1,243 pharmacies are participating in the MTM program.







### CARE4U

The CARE4U Case Management Program addresses controlled substance abuse and provides community-based care to reduce the overall dependency on controlled substances.

***CareSource has helped 15% of the program enrollees abstain from narcotics completely and 25% reduce their overall dependence after completion.***



### MONTGOMERY COUNTY CARE

In 2012, CareSource was recognized by the Ohio Association of Health Plans with its highest honor, a Pinnacle Award, for our involvement with Montgomery County Care. This groundbreaking program is funded, in part, through a Signature Grant from the CareSource Foundation.

***MCC serves 3,200 uninsured people*** who don't qualify for Medicaid. This innovative program connects members to primary care and medications to control chronic conditions.

### HEALTH HOME

Better coordinated care can result in improved health outcomes. The Health Home is designed to improve coordination between multiple providers that members with severe mental health needs require to ensure a ***coordinated, person-center system of care.*** Through comprehensive care management and relationships with provider offices, our Health Services team serves as the conduit to developing an approach that works best for everyone involved. Health Home is an opportunity for CareSource to continue to create partnerships with providers and improve outcomes and quality of life for members.



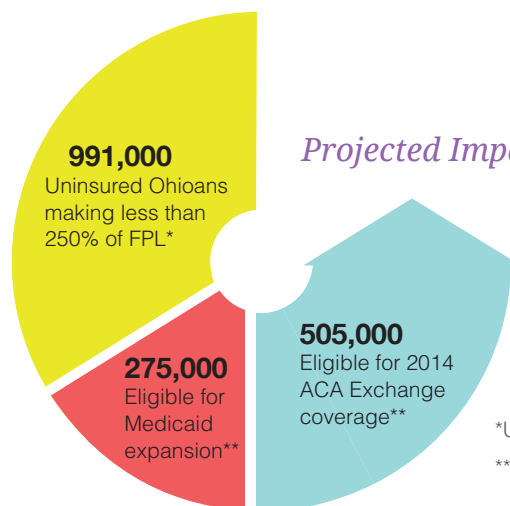
# Health Care Reform

According to U.S. Census data from 2011, 48 million Americans lacked health insurance coverage. Additionally, many were underinsured, used savings to cover costs, went without critical medications or reported being unable to pay for basic necessities such as food, heat or rent. Those unable to fund their own care have relied on costly hospital emergency rooms instead of primary care providers, or in many situations, they simply go without. It's a complicated system.

Yet, in 2014, health care will get an overhaul. As a result of the Affordable Care Act (ACA), more Americans will have access to health care coverage – many for the first time. The ACA is a catalyst for coverage through the expansion of Medicaid or through subsidized coverage on the new Health Insurance Exchanges.

***In Ohio alone, more than 275,000 consumers could receive benefits through the expansion of Medicaid.***

We're committed to supporting these new consumers as they access health care.



\*U.S. Census bureau projections

\*\*Milliman HIX Ohio Study







## SIGNATURE GRANT STATEWIDE POVERTY SIMULATION

Think Tank was the recipient of a \$110,000 grant to expand the reach and content of the powerful “Cost of Poverty Experience” simulation. Community leaders, legislators, educators, faith leaders and the business community are gaining greater awareness and influencing critical policy as the result of their participation.





## SIGNATURE GRANT AMERICAN ACADEMY OF PEDIATRICS

The Academy received a \$75,000 grant to address issues of childhood asthma. As a result of the CareSource grant, 13 practices across Ohio, including community health centers, hospital-based systems and private practices have formed a medical collaborative to improve health outcomes for asthmatic children.

*Health Care with Heart*

## ***A Focus on Quality***


At CareSource our work requires a keen focus on our members' needs and improving their lives by providing quality health care. Quality is at the heart of our work. Whether it is ensuring our members are getting preventative screenings and immunizations or controlling chronic illness, we measure our success through the outcomes that are achieved and the improvement in our members' health.

***One of our crowning achievements in 2012 was receiving NCQA (National Committee for Quality Assurance) accreditation.*** Our commendable status from NCQA helps showcase our commitment to quality. After years of achieving and maintaining URAC accreditation, our dual accreditation is one more component to measuring our clinical outcomes, and improving the lives of those we serve.





## ***A Shared Commitment***



As we thought about the opportunities to serve more members that will come as the result of Health Care Reform, we began to look for a true partner with a similar mission and a commitment to serve government-sponsored members. We found that, and more, in Humana when we announced our strategic alliance in March 2012. And by year's end, our collective organizations were awarded a contract with the Kentucky Cabinet of Health and Family Services to provide Medicaid coverage to residents in a 16-county region, including Louisville, Kentucky.

In addition, ***the CareSource – Humana Alliance will serve those dually eligible for Medicare and Medicaid in Ohio.*** Humana's 25 years of Medicare experience coupled with CareSource's 24 years of Medicaid experience, will provide improved coordination of care and significant cost savings through the integrated care delivery system, MyCare Ohio. CareSource – Humana will deliver a fully integrated Medicare/Medicaid solution – one card and one treatment plan for truly coordinated care.











## CareSource Foundation

“You have no idea what this means to us.”

Through the work of the CareSource Foundation, we hear these words on a regular basis. We are grateful for our grantees who selflessly extend their reach into the heart of our communities. Their innovation, commitment and compassion for others is unparalleled.

With a focus on transformational health and human services, our CareSource Foundation grantees are providing hope, encouraging action and exceeding our expectations. They are, indeed, doing the heavy lifting.

***The CareSource Foundation invested more than \$977,000 for 108 non-profit organizations this past year.*** Together we are increasing self-sufficiency, promoting healthier lifestyles, encouraging broader collaboration, supporting innovative approaches, sustaining critical programming and impacting thousands of lives.

We are so proud of our partnerships through the CareSource Foundation. And to our grantees, you have no idea what *your* work means to us and thousands of others.





## ***Grants Awarded in 2012***

ACCESS, Incorporated \$10,000  
Adena Health Foundation \$7,500  
Agape for Youth, Incorporated \$8,000  
Alliance Area Domestic Violence Shelter \$8,000  
American Academy of Pediatrics, Ohio \$75,000  
American Heart Association, Cleveland \$5,000  
Artemis Center \$10,000  
Assistance Dogs for Achieving Independence \$7,500  
Atrium Medical Center Foundation \$8,000  
Big Brothers Big Sisters \$12,000  
Blanchard Valley Residential Services \$10,000  
Boys & Girls Club, Flint \$2,500  
Boys & Girls Clubs, Lorain County \$7,000  
Boy Scouts of America, Tecumseh \$5,000  
Butler County Educational Service Center \$4,000  
Center for Civil Justice \$7,900  
Center for Independent Living Options \$7,500  
Cheboygan County United Way \$2,500  
Child Abuse & Neglect Prevention Council, Gladwin Co. \$2,500  
Child Focus, Incorporated \$7,000  
Children's Medical Center \$15,000  
Children's Resource Center \$5,000  
Clark County Literacy Coalition \$10,000

Cleveland Foodbank \$7,500  
Cleveland Hearing and Speech Center \$5,000  
Columbus Recreation and Parks Council \$5,000  
Community Development for All People \$6,000  
Community Health Foundation \$10,000  
Corner Cupboard Charities, Greater Dayton \$5,000  
Council on Child Abuse, Southern Ohio \$8,000  
Daybreak \$15,000  
Domestic Violence Center \$10,000  
Domestic Violence Project \$9,900  
Educating for Freedom in Schools \$2,500  
Elizabeth's New Life Center \$5,000  
Family Abuse Shelter, Miami County \$6,000  
Family Violence Prevention Center, Greene County \$7,500  
Flying Horse Farms \$5,000  
Food Bank of Eastern Michigan \$2,500  
Fore Hope \$4,000  
Good Neighbor House \$15,000  
Good Samaritan Hospital Foundation, Cincinnati \$8,000  
Good Samaritan Hospital Foundation, Dayton \$7,500  
Graceworks Lutheran Services \$10,000  
Habitat for Humanity \$15,000  
HandsOn, Central Ohio \$8,000

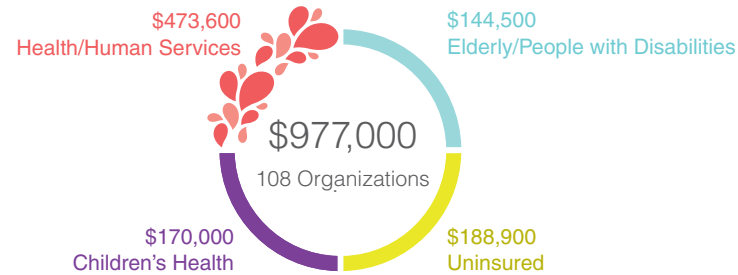
Health Department, Northwest Michigan \$7,500  
Help Hotline Crisis Center \$7,000  
Helping All Students to Independence \$2,500  
Hope's Door Ministries \$2,500  
Hospice of Dayton \$7,500  
Imagination Station \$5,000  
Interfaith Hospitality Network, Springfield \$10,000  
Jefferson Behavioral Health Systems \$7,500  
Joy Outdoor Education Center Foundation \$8,000  
Kettering Medical Center Foundation \$10,000  
Kidney Foundation, Ohio \$5,000  
Kidney Foundation, Northwest Ohio \$5,000  
Lake County General Health District \$5,000  
Life Resource Centre \$5,000  
Lower Lights Christian Health Center \$8,000  
Lutheran Social Services, Central Ohio \$8,000  
Mental Health American, Franklin County \$10,000  
MetroHealth Friends of Mothers and Infants \$5,000  
Miami County Recovery Council \$6,000  
Miami Valley Association of Disabled Athletes \$5,000  
Miami Valley Women's Center \$5,000  
Mid-Ohio Foodbank \$10,000  
MobileMed1 \$10,000







## 2012 Foundation Grant Focus Areas



MOMS2B \$15,000  
 Muscular Dystrophy Association, Ohio \$8,000  
 Muskegon Community Health Project \$7,000  
 National Kidney Foundation \$7,500  
 Neighborhood Alliance Senior Enrichment \$6,000  
 North Coast Health Ministry \$7,500  
 Ohio Association of Community Health Centers \$7,500  
 Ohio Heartland Community Action Commission \$5,000  
 Parachute: Special Advocates for Children \$5,000  
 Parity, Incorporated \$5,000  
 Pastoral Counseling Service, Summit County \$5,000  
 Planned Parenthood, Northeast Ohio \$5,000  
 Planned Parenthood, Southwest Ohio \$5,000  
 Public Children Services Association of Ohio \$7,500  
 Public Health, Dayton and Montgomery County \$50,000  
 Ronald McDonald House, Central Ohio \$5,000  
 Ronald McDonald House, Cleveland \$5,000  
 Safe Harbor \$3,000  
 Scioto Christian Ministry \$5,000  
 Senior Neighbors \$2,500  
 Somali Community Access Network \$10,000

St. Francis Home, Chiara Center \$6,500  
 St. Vincent de Paul Social Services \$10,000  
 Stepping Stones Center for Handicapped \$5,000  
 The Foodbank \$15,000  
 The Right Path for Washington County \$5,000  
 Therapeutic Riding Institute \$5,000  
 Think Tank \$110,000  
 Toledo/Lucas County CareNet \$15,000  
 United Church Outreach Ministry \$7,500  
 Victory Ministries \$6,000  
 We Care Arts \$5,000  
 Wesley Community Center \$10,000  
 Westland Ecumenical Food Pantry \$3,000  
 Womankind \$4,600  
 Womanline of Dayton \$5,100  
 YWCA of Columbus \$9,000  
 YWCA of Youngstown \$5,000  
 Youngstown Hearing and Speech Center \$5,000



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