

# WellCare of North Carolina

---

*Market Impact Report  
Spring 2024 Edition*

# WellCare of North Carolina Market Impact Report



*Recently, DHHS published all Prepaid Health Plan results on 20 of the selected 2022 quality measures ... WellCare of North Carolina ranked No. 1 in eight measures and ranked No. 2 in an additional eight measures.”*

## A message from our CEO

### ***Commitment to Quality***

The health and well-being of our membership is of primary importance at WellCare of North Carolina. Approaching the completion of our third contract year as a Medicaid Standard Plan, delivering high quality service to our members and provider partners remains of utmost importance to our organization. Our quality improvement strategy enables us to realize our goals of:

- Maximizing individual health and wellbeing;
- Meeting our members’ expectations; and
- Reducing healthcare costs and achieving continuous quality improvement.

Aligning with the Department’s goal of improving the health and well-being for all North Carolinians, our Population Health Three-Year Strategy incorporates quality throughout and involves all key functional departments of our organization. We rely on collaboration between internal and external stakeholders to define the path by which to achieve these objectives.

#### **What does Quality look like at WellCare of North Carolina?**

Achieving high quality results necessitates collaboration, communication, teamwork, and partnership. WellCare has implemented several quality programs since plan implementation. These initiatives have included projects with providers, members, vendors, and internal partners to improve our health plan performance and member experience.

Within this edition of our Market Impact Report, you will hear from our Sr. Director of Quality, Michelle Minton. Michelle, along with her team have developed and implemented several strategic and collaborative quality initiatives directly related to improving our withhold measure performance and ensuring our members are receiving recommended health screenings, vaccines and annual well-visits.

In anticipation of the forthcoming quality measure withhold program for all standard plans, we have set a foundation for success in achieving the department’s benchmarks. Recently, DHHS published all Prepaid Health Plan results on 20 of the selected 2022 quality measures. In comparison to other Plans, out of the 20 selected measures, WellCare of North Carolina ranked No. 1 in eight measures and ranked No. 2 in an additional eight measures, performing first or second in 16 out of the 20 selected measures.\* These results and the endeavors cited are testimonies to WellCare’s ongoing commitment to quality and performance excellence.

Sincerely,  
Troy Hildreth

\*Source: [Quality Measure Performance and Targets for the AMH Measure Set](#)

# WellCare of North Carolina Market Impact Report



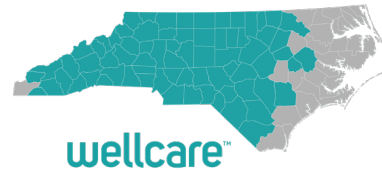
## Facts and Figures

### Who We Are

- WellCare is a wholly-owned subsidiary of Centene Corporation.
- WellCare was started in 1984 by a physician organization.
- WellCare administers benefits for Medicaid, Medicare and Marketplace beneficiaries across North Carolina.
- WellCare of North Carolina is headquartered in Raleigh.



- Second largest Medicaid health plan in North Carolina
- 100 counties
- 464,400 members\*



- Offering MA/PDP products across North Carolina since 2018
- 71 counties
- 11,800 members\*



- ACA plans offered since 2022
- 100 counties

\* Data as of April 2024

### About our Team

- WellCare has contributed to North Carolina's employment growth, with 320 employees throughout North Carolina.
- Our leadership team is 83.1% female.
- 2.5% of our workforce are Veterans and 11.9% have a disability.
- 45% of our North Carolina team members identify with racial and ethnic minority groups.

### About our Medicaid Members

**Total Membership:**  
464,408

#### Prominent Program Aid Categories:

- 23% infants and children
- 22% age 20 and under
- 16% expansion
- 15% age 21 and over
- 15% Children's Health Insurance Program
- 4% disabled
- 2% pregnant women
- 2% documented non-citizen

### Centene Awards and Recognitions

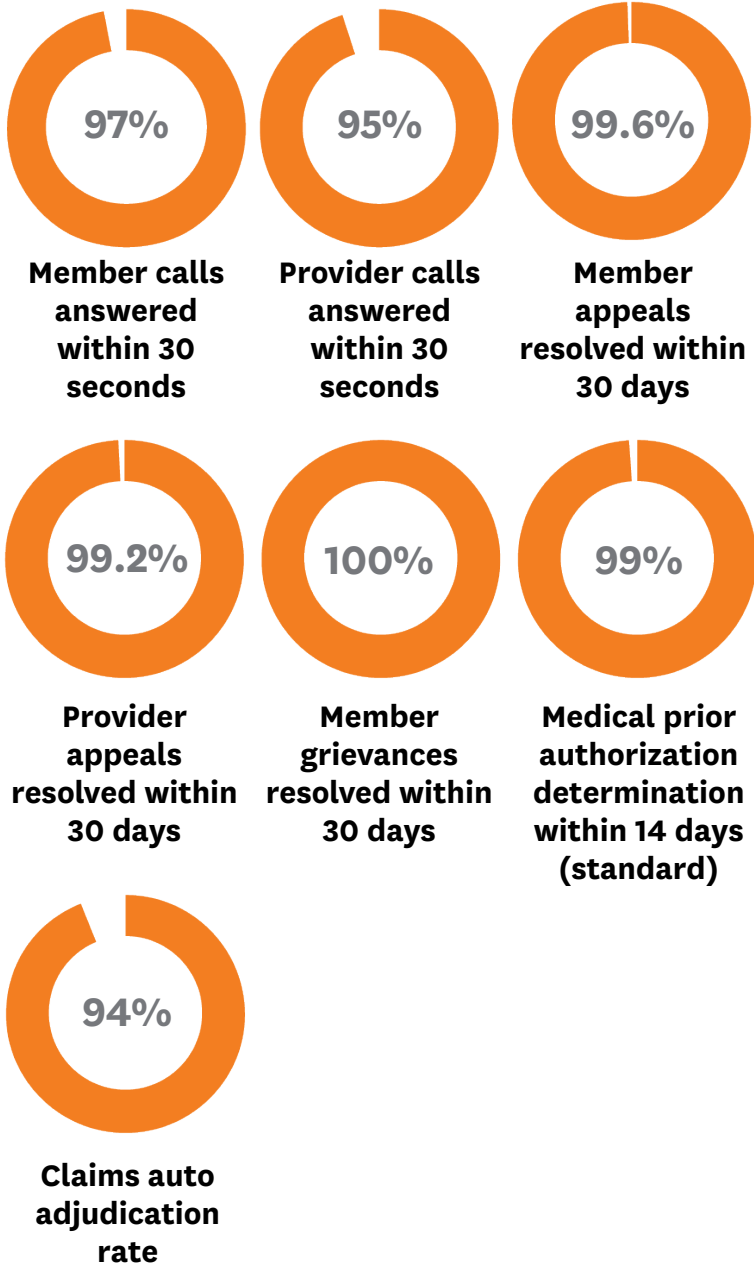
- Forbes magazine's** list of America's Best Employers for Diversity 2024 (second consecutive year)
- Newsweek's** list of America's Greatest Workplaces for Diversity 2024 (second consecutive year)
- Newsweek's** 2024 list of America's Greatest Workplaces for Women (second consecutive year)
- FORTUNE® magazine's** 2024 list of America's Most Innovative Companies (second consecutive year)
- FORTUNE® magazine's** 2024 list of the World's Most Admired Companies (sixth consecutive year)
- DiversityComm Magazine's** list of 2024 Top Black Employers

# WellCare of North Carolina Market Impact Report



## WellCare by the Numbers

### Key Performance Indicators, Q1 2024



### Financial Performance, Q1 2024

**1.2 million** medical claims processed  
**\$460 million** payments made to providers

### Pop Health and Quality Investments (2023 YTD)

**\$403,000:** Total Quality Incentive Payments YTD 2024 made to providers

**\$17.6 million:** Total Care Management payments YTD 2024 directly to providers

### Annual Community Reinvestments and Partnerships

**464 community partners:** Total community partners WellCare supported in 2023

**\$893,000:** Total community reinvestment dollars made to community partners since 2021

**\$75,000:** Total Value-Added Benefits\* provided to members in Q1 2024

\* Value-added benefits are medical and non-medical benefits approved by NCDHHS and provided to members of WellCare in addition to Medicaid benefits at no additional charge

WellCare, through its foundation, committed to a three-year, \$2 million investment to the Umbrella Center in Charlotte, NC.

# WellCare of North Carolina Market Impact Report



*At WellCare of North Carolina, Quality is everyone's responsibility."*

**Michelle Minton,**  
Sr. Director  
of Quality  
Improvement

## Spotlight:

## WellCare's Sr. Director of Quality, Michelle Minton

At WellCare of North Carolina, quality is everyone's responsibility. We take pride in educating and training our associates on how quality impacts all aspects of business operations. Quality affects not only our member experience, but also how we interact with our provider and State partners. With quality at the forefront of our organization, we have implemented a wide array of initiatives and programs to foster a culture of innovation and continuous quality improvement. These initiatives include:

- The WellCare Care Management for At-Risk Children (CMARC) team has been working with Local Health Departments (LHDs) to facilitate coordination of care related to vaccination completion rates through member education, LHD best practices on vaccine education to meet compliance and coordinating vaccine parties with LHDs.
- WellCare's Community Engagement team is working interdepartmentally to host at least one health fair in each of the six regions throughout calendar year 2024.
- Development of a member concierge program which offers members a consistent contact with our Quality team to drive improvement in completion of care needs assessments and closing of care gaps.
- Provider education sessions through our Wednesdays with WellCare and Tuesdays at Two programs. Wednesdays with WellCare is a weekly forum where we discuss all things quality. We collaborate with pivotal groups such as North Carolina Area Health Education Centers (NCAHEC) and North Carolina Department of Health and Human Service (NCDHHS) to deliver pertinent quality information. Tuesdays at Two is a weekly info session with a Risk Adjustment focus. Tuesdays at Two is proudly in its third year. We provide helpful information and tools to assist providers with coding questions and in completing the WellCare Continuity of Care (CoC) Appointment Agendas. (More on these programs in the Provider Engagement Section)
- Continued participation on the NC Health Care Transformation Workgroup: WellCare's Chief Medical Officer and Vice President of Quality & Population Health attend these State facilitated meeting. Group discussion is focused on the Advanced Medical Home program and continual improvement efforts.

Our quality initiatives are intended to support our work in achieving not only our organization quality goals, but also those of NCDHHS. We intend to continue to evaluate and develop our existing programs to include future programs which will support NCDHHS's 2024 goals and strategy. We are developing quality initiatives that support care delivery integration, support behavioral health and resilience programs, as well as programs to support child and family well-being.

# WellCare of North Carolina Market Impact Report



## WellCare in the Community

### WellCare Medical Director participates in “Ask the Doc” townhall in Wake County

In February, WellCare’s Medical Director, Dr. Stephanie Etienne, MD, participated as a physician panelists at Wake County’s “Ask the Doc” townhall event.

Panelists discussed the critical issue of vaping and smoking risks among children. The event aimed to engage with community members on the dangers associated with these habits and offer strategies to safeguard the health and well-being of community youth. Panelists elaborated on the various health risks associated with vaping and smoking, emphasizing the dangers of nicotine addiction, respiratory issues, and long-term health consequences.

Panelists discussed strategies for parents and caregivers to recognize signs of vaping or smoking in their children, along with practical communication approaches to initiate conversations about these issues in a supportive and non-judgmental manner. Panelists



shared information about resources and support available within the community for those seeking help to quit vaping or smoking, including counseling services, support groups, and educational materials.

Overall, the panel discussion provided valuable insights and actionable steps for community members to address vaping and smoking risks among children. Parents were encouraged to continue the conversation at home and utilize the resources available to support community youth in making healthy choices.

## Light It Up Blue for Autism Awareness Day



WellCare is a proud sponsor of The City of Asheville Parks and Recreation Therapeutic Recreation Baseball Team in Region 1. Buncombe County Asheville Parks & Recreation offers therapeutic recreation and educational programs to people of all ages requiring specialized services due to developmental and/or physical disabilities, enabling them to develop new recreational skills and maintain existing ones to enhance health, independence, and well-being. The goal is to help promote a high quality of life for individuals with disabilities within the community by providing a variety of specialized recreational services.

# WellCare of North Carolina Market Impact Report



## WellCare in the Community

### Note in the Pocket Ribbon Cutting Ceremony

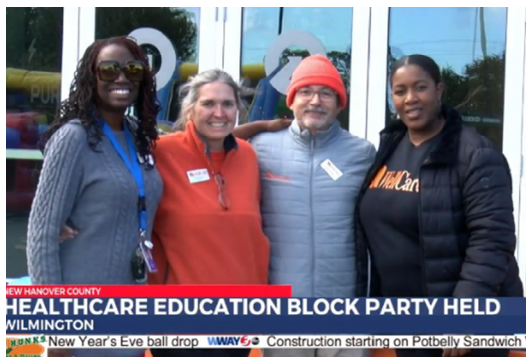
On January 12, 2024, WellCare’s Senior Community Advocate, Deborah Dolan, and Community Representative Felita Pierre, participated in the Note in the Pocket ribbon-cutting ceremony in Durham, NC, unveiling the organization’s latest space.

Note in the Pocket is a non-profit dedicated to collecting and providing clothing to school-aged children throughout the year. The event highlighted the impact of community leaders coming together to make a positive difference.

WellCare has been a dedicated partner, closely collaborating with Note in the Pocket for years and committing to continued collaboration in Durham County. By addressing clothing insecurity as a social determinant of health, WellCare strives to assist its members in meeting their essential needs. Together,



WellCare and Note in the Pocket are making a meaningful impact on the well-being of those they serve.



### WWAY Channel 3 Highlights WellCare Community Block Party

On December 30, 2023, WellCare had the spotlight as Wilmington’s local television station, WWAY Channel 3, covered a community block party, highlighting the positive impact WellCare is making in the lives of individuals and families in our community.

The event, held at the Lifepoint Church, was a resounding success, bringing together community members for a day filled with joy, entertainment, and valuable resources. The WWAY

team captured the essence of the event, and interviewed WellCare’s Community Engagement Manager, Regina Boone.

The WWAY story underscored the importance of community engagement and collaboration. By sharing this story on a popular local platform, WellCare continues to reinforce our commitment to being an active and caring participant in the community.

*WellCare had over 8,400 attendees across the state at our block parties with over 3,765 food vouchers distributed.*

# WellCare of North Carolina Market Impact Report



Nutrition to support physical wellness

## WellCare and Reinvestment Partners Join to Improve the Health of North Carolinians



*Providing individuals with necessary funds to purchase the healthy fruits and vegetables they want allows them to live healthier lives, improves food security and gives them greater agency over their well-being.”*

**Sam Hoeffler,**  
Director of Food  
Programs at Eat  
Well

WellCare has collaborated with Reinvestment Partners, a North Carolina based non-profit, to offer a nutritious food program to its members. WellCare and the Eat Well



program are dedicated to enhancing health by expanding the

availability of fruits and vegetables. The partnership, launched in November 2023, offers eligible WellCare Medicaid members the ability to enroll in a six-month program and receive \$80 per month on a prepaid card to purchase healthy fruits and vegetables at over 700 retailers across the state. WellCare of North Carolina aims to enroll over 1,600 North Carolinians in the program.

Chris Best, Director of Clinical Operations, and Terri Bell, Manager of Clinical Program Implementation at WellCare, have been the driving force behind the program and have played a crucial role in crafting the contractual framework with the vendor. Terri also took charge of working with the vendor to develop, test and implement the user-friendly enrollment application for WellCare. Beyond these key responsibilities, Terri has been actively involved in training and supporting more than 75 Care Managers and

### About Eat Well

Eat Well is a program of Durham, North Carolina-based nonprofit Reinvestment Partners. Reinvestment Partners developed the program to help improve the health and well-being of food-insecure people by integrating healthy food into healthcare. Eat Well provides monthly funds for fruits and vegetables to eligible patients. Healthy food prescriptions are ‘Food is Medicine’ interventions that can improve health, increase customer satisfaction, and lower healthcare costs. Eat Well leverages technology to distribute healthy food funds at scale.

Coordinators throughout the ongoing enrollment period for the program, which began in November and concluded in January 2024.

The program is expected to deliver a staggering \$799,000 worth of fresh, nutritious food to its participants. WellCare continues promoting healthier lifestyles but also highlights the potential for innovative partnerships to create substantial positive change.



# WellCare of North Carolina Market Impact Report



## WellCare in the Community

# WellCare Welcome Rooms

### What are Welcome Rooms?

Welcome Rooms serve as hubs for community members to receive face-to-face education on Medicaid Transformation, redetermination, expansion, and our health plan. Members stop by to ask questions and use computers. Welcome Rooms include conference rooms and meeting spaces that local organizations and advocacy groups, including Community Based Organizations (CBO), can use



without charge to hold programs such as peer-support groups, CBO board meetings and much more. No appointment needed. Through our Welcome Room program, WellCare is committed to expanding in-person access to valuable resources and education for Medicaid beneficiaries.

### Services offered at Welcome Rooms

- Conference rooms and meeting space available to members
- Access to education, resources, and advocates who are experienced in assisting with healthcare needs
- Answers to questions regarding benefits
- Referrals to social programs
- ID card replacements
- One-on-one consultations
- Coffee, water, snacks

### Additional programs offered:

- Healthy cooking classes
- New mom training
- Financial classes
- Car seat checks

## Locations and Information

We offer six Welcome Rooms across the state. Welcome Rooms are open Monday through Friday, from 9 a.m. to 5 p.m.

### 1. Asheville

150 Tunnel Rd.,  
Asheville, NC 28805  
828-365-7524

### 2. Greensboro

3711 Farmington Dr.,  
Greensboro, NC 27407  
743-223-6264

### 3. Lumberton

6661 E. Elizabethtown Rd.,  
Lumberton, NC 28358  
910-887-6852

### 4. Raleigh

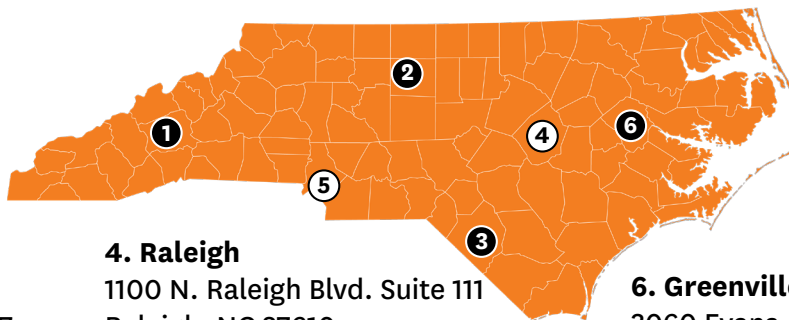
1100 N. Raleigh Blvd. Suite 111  
Raleigh, NC 27610  
(Expected to open June 14)

### 5. Charlotte

1610 Ashley Rd.  
Charlotte, NC 28208  
(Expected to open May 31)

### 6. Greenville

3060 Evans  
St., Ste 101,  
Greenville, NC  
27834  
252-999-7104



# WellCare of North Carolina Market Impact Report



## Provider Engagement



ThinkstockPhotos

### What Our Providers are Saying

*“WellCare shares good information, is responsive to our needs and works well with us. We appreciate the ease of the relationship with the quality team at WellCare.”*

Duke Connected Care  
Quality Team



**Tuesdays at Two** is a weekly information session with a Risk Adjustment focus. Proudly in its third year, Tuesdays at Two provides helpful information and tools to assist our providers in completing the WellCare Continuity of Care (CoC) appointment agendas. Each session begins with a brief discussion on Risk Adjustment. This year, our sessions will focus on Members Without Office Visits (MWOV), Revalidation of Chronic Conditions, and documentation best practices.

**Wednesdays with WellCare** is a weekly forum where we discuss all things Quality. From provider presentations about best practices to educational discussions, we try to incorporate topics that benefit our providers and their office staffs.

Wednesday's with Wellcare is hosted every **Wednesday at 2pm Eastern**. For more information on how to attend email: [WellCareNC.Provider.Quality@wellcare.com](mailto:WellCareNC.Provider.Quality@wellcare.com)



# WellCare of North Carolina Market Impact Report



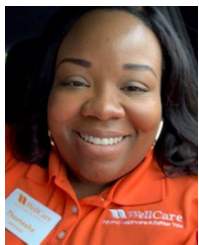
## Member Success Story

# WellCare's Housing and Utility Value-Added Benefit



The WellCare Housing and Utility benefit continues to be a critical resource in preventing homelessness and providing emergent support for members in crisis due to unexpected utility shut offs and housing shortages.

Recently, one of our WellCare members experienced an urgent need to access their WellCare utility benefit. To share an important example of how the



WellCare Housing and Utility benefit has impacted our members, our Supervisor of Community Health Services, Thomesha Johnson, recalls a recent situation in which she supported a member in quickly accessing their benefit.

### Thomesha Johnson

“Recently, one of our WellCare members was in a very difficult space. The member was facing immediate homelessness and needed to access her Housing and Utility benefit through WellCare to cover the cost of a hotel stay for her and her children until she received her paycheck. Upon notification that the member was facing immediate homelessness, I worked with the WellCare product team to expedite a request for the member to access their housing benefit. After a few hours, our Housing and Utility benefits vendor was able to connect directly with the hotel property manager to pay for the members hotel stay via electronic payment. This quick response from several

WellCare teams prevented the member and her children from being displaced.

While this was a temporary solution, the member also informed me at the time that the limited number of available local shelters that accept both women and children has made it difficult to find alternative housing solutions that don't require financial burden. The member worked with Coordinated Entry, which is the process to get connected with all shelters within their county of residence and those surrounding. However, she had been on the wait list to be placed in a shelter for quite a while.

We discussed the potential for permanent housing as I located an income-based apartment complex for the family that will soon have available units. The member was very interested in this opportunity. The member also informed me that they had several medical bills outstanding, which impacted the member's credit score and made applying for permanent housing difficult. I encouraged the member to apply for charity care with the providers, which may result in lowering or eliminating the debt and may help raise her credit score. The member added their name to the wait list, while also working on the steps to meet eligibility requirements when the property is available.

I plan to continue contact with the family to help support their next steps to obtaining housing.”

Spring Edition

# WellCare of North Carolina Market Impact Report



Keep in Touch



## WellCare Leadership Team

### Executive

#### **Troy Hildreth**

Plan President & CEO  
troy.hildreth@wellcare.com

#### **Ty Jackson**

Executive Assistant  
919-594-4428  
tyisha.jackson@wellcare.com

### Compliance

#### **Shari Riley**

VP, Compliance  
shari.riley@wellcare.com

### Finance

#### **Christian E. Miller**

Plan Chief Financial Officer  
christian.e.miller@wellcare.com

### Community Relations

#### **Shaune Lancit**

Director, Community Relations  
shaune.lancit@wellcare.com

### Government Relations

#### **Charles “Hugh” Johnson**

Director, Government Relations  
(704) 756-0616  
charles.johnson@wellcare.com

### Operations

#### **Lindsey Hanson**

VP, Operations  
lindsey.j.hanson@wellcare.com

### Population Health and Quality Improvement

#### **Frances Johnson**

VP, Population Health and  
Quality Improvement  
frances.johnson@wellcare.com

### Clinical Pharmacy Services

#### **Brandon Curtis**

Director, Pharmacy Services  
brandon.curtis@wellcare.com

### Chief Medical Officer

#### **Eugenie Komives**

Chief Medical Officer  
eugenie.komives@wellcare.com

### Network Development & Contracting

#### **Ajhezza “Aj” Martinez**

VP, Network Development &  
Contracting  
919-306-2567  
ajhezza.martinez@wellcare.com