

2003 HMO Community Benefits Annual Report (due May 31, 2004)
The Commonwealth of Massachusetts

Name: **ConnectiCare of Massachusetts, Inc. (CMI)**

Address: 175 Scott Swamp Road
Farmington, CT 06032

I. ConnectiCare's Mission Statement

- to improve the health status of our members
- to provide the highest quality service for members
- to meet employer expectations for service and value

A. Summary – Community Benefit Statement

CMI's Community Benefit Program consists of grant funding through the ConnectiCare Community Affairs Committee. CMI acknowledges its desire to benefit the health status of the residents in the Massachusetts communities which it serves as evidenced by the following Board resolution:

B. Approval of Governing Body

RESOLVED: That, as a responsible managed care organization doing business in the Commonwealth of Massachusetts and concerned with improving the health status of individuals within the communities it serves, ConnectiCare of Massachusetts, Inc. affirms its continued commitment to participate in the voluntary community benefits reporting program delineated by the Massachusetts Attorney General to the extent that is reasonable and consistent with CMI's business objectives, resources and corporate purpose.

Passed on June 29, 2000

II. Internal Oversight and Management of Community Benefits Program

A. Management Structure

ConnectiCare of Massachusetts, Inc. Board of Directors are responsible for overseeing the development and implementation of the CMI Community Benefits Program mission and strategy, allocation of resources and funding, and its evaluation. CMI, as authorized by its Board, acts upon the recommendations of the ConnectiCare Community Affairs Committee, which is comprised of representatives from a cross section of operational areas. Committee members are employees who have frequent interaction with local nonprofit health-related agencies and organizations and use their contacts, along with direct inquiries, to develop and implement the grants.

B. Internal Sharing of Information

ConnectiCare utilizes its company Intranet (CareNet) to share information about our community benefits mission/programs with staff at all levels of the organization. A dedicated section of the site provides information about our Community Affairs Committee activities and provides the grant award criteria and application.

III. Community Health Needs Assessment

A. Process, Including Participants

Although CMI has not conducted a Community Health Needs Assessment in Massachusetts, the Community Affairs Committee does solicit input from the Springfield Chamber of Commerce to identify Massachusetts eligible non-profit organizations.

B. Information Sources

Input is solicited from the Springfield Chamber of Commerce.

C. Summary of Findings

The Springfield Chamber of Commerce offered a number of ideas for non-profit organizations in CMI's service area that would be eligible for grants.

IV. Community Participation

A. Process and Mechanism

The Community Affairs Committee involves the community to participate in its activities by soliciting input from the Springfield Chamber of Commerce.

B. Identification of Community Participants

As ConnectiCare has a close business relationship with The Chambers of Commerce in its service area (Hampden, Hampshire and Franklin Counties), and our Community Affairs Committee solicited input from the Springfield Chamber to identify 2-3 deserving non-profit organizations as eligible candidates for our grant.

C. Community Role

The Springfield Chamber of Commerce plays a role in CMI's community benefit plan by offering input as to Massachusetts non-profit organizations that are eligible for grants.

V. Community Benefits Plan

A. Process of Development of Plan

The Community Affairs Committee has established guidelines for its activities and grantmaking and makes them public on our website, www.connecticare.com and by request.

B. Choice of Target Populations

CMI endeavors to support non-profit grassroots organizations that address the health needs of the population including the medically underserved and those at risk. We also award grants based upon the synergy of the organization's mission with CMI's.

C. Goals

Short-Term – Award one \$5,000 grant in 2004 to a deserving organization that meets our criteria and is based within our member service area.

Long-Term – Re-evaluate our giving amount in 2004-2006 based upon our membership growth in our Massachusetts service area. Expand our knowledge of the not-for-profit organizations in our Massachusetts service area and promote the fact that grant funding is available each year.

D. Process for Measuring Outcomes/Evaluating Effectiveness

CMI follows up with the grant recipient agency to determine the progress of the funded initiative and receive an update from the agency on the impact that it has had on the local area.

E. Process for Budget Determination

CMI established a \$1 per member budget for its Massachusetts grant award beginning in 2002 when CMI had approximately 5,000 members. As CMI's membership has more than doubled in 2003, the Community Benefits Committee will re-evaluate this ratio moving forward and determine a ratio that would be equitable to other affiliated companies that participate in ConnectiCare's Community Benefit Grant Program.

E. Process for Updating the Plan

The Community Affairs Committee will make this report available to the CMI Board of Directors and make a recommendation in 2004 to adjust the per member grant budget effective for the 2005 grant cycle.

VI. Progress Report: Activity During Reporting Year

A. - B. Expenditures and Major Programs and Initiatives

CMI awarded a \$5,000 grant to the *Visiting Nurse Association & Hospice of Western New England, Inc.* on July 1, 2003. The grant helped to support the care VNA provides to Alzheimer patients and associated support the patients' family members.

C. Increasing Access/Affordability to Care/Reducing Cultural and Other Barriers

The cost of health insurance is the single most important factor that limits access for people of all ages, races and cultural backgrounds. It is a critical issue for small business owners and employers as they are finding it increasingly more difficult to afford rising insurance premiums. ConnectiCare has been a regional leader in addressing the issue of affordability by researching and developing new insurance products with lower premiums (as a result of higher deductibles and co-pays) especially designed to meet the needs of the small employers. These new insurance products are now available to our Massachusetts market segment.

VII. Next Reporting Year

A. Approved Budget/Projected Expenditures

The approved 2004 budget expenditure for the Massachusetts Community Benefit Grant Program is \$5,000.

B. Anticipated Goals and Program Initiatives

The Community Affairs Committee is currently soliciting applications for grant funding for the 2004 year and after a complete review, will award a \$5,000 grant on or about July 1, 2004.

C. Projected Outcomes

The grant awards will be made with the intention of financially assisting selected community-based organization(s) to improve the health status of residents in Hampden, Hampshire and/or Franklin Counties.

VIII. Contact Information

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