



# Helping Texas Communities **Thrive**

COMMUNITY INVESTMENT REPORT 2021



**superior  
healthplan™**

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# A Message from our CEO

Throughout 2021, many Texans faced challenging circumstances, including the ongoing COVID-19 pandemic. Affecting nearly every aspect of our lives, our goal at Superior HealthPlan has been to ease the burden as much as we can, and to identify ways we can continue to support our members, no matter what challenges may arise.

As an organization, that has been our goal since we first opened our doors in 1999. I am proud of our continued focus on putting our members first and remaining active in our local communities.

As a statewide leader in healthcare, today, we serve more than 1.7 million people across all 254 Texas counties.

Superior provides health-care coverage through Medicaid, CHIP, Medicare and the Health Insurance Marketplace. Since 2008, we have also been the sole provider of healthcare for children and youth in foster care through the STAR Health program.

While we have seen continuous growth over the years, our commitment to quality has never wavered; since 2015, we have been among the highest-rated Medicaid health plans in Texas, and we'll continue to keep quality at the forefront of what we do – no matter what.

We know the health of our members often depends on what happens outside of a doctor's office, so we partner with hundreds of community-based organizations each year to support our members where they live.

In 2021, we were able to:



Award \$200,000 in grants to providers to expand virtual care for members.



Support more than 750 community partners with nearly \$720,000 in grants and sponsorships.



Donate \$290,000 to Texas chapters of United Way through an employee giving campaign.



Partner with the Pro Football Hall of Fame to promote the COVID-19 vaccine.



Work with providers to bring mental health education and services to dozens of schools.

The health of all Texans takes a collaborative approach – between organizations, employees, providers and community partners – to transform the health of Texas communities, one person at a time.

At Superior HealthPlan, we are so proud of our role in that effort.

Sincerely,



**Mark Sanders**

President and CEO  
Superior HealthPlan

# Supporting Texas Communities

## 2021 at a Glance .....



754

Community Partners



157

Communities Impacted



1,142

Events & Presentations



172

Total Sponsorships & Grants



1,207,646

Total Contributions



1,700,000

Total Membership



3,800

Total Employees

## A Message from United Way

Over the years, United Way for Greater Austin and Superior HealthPlan have impacted the lives of countless Central Texans. Thank you for stepping up in big ways!

Over the past two years, during one of the most challenging times our community has ever faced, you contributed \$600,000 to United Way chapters through your employee giving campaign. About half of that has gone to United Way for Greater Austin.

In 2021, 75% of Superior employees donated during this campaign. Wow! Your donations helped support our mission to fight poverty in our community:

- \$20 million invested directly into the community
- 294,005 requests for help answered
- 1,402,902 children and families impacted

You continue to inspire us with your commitment to our community. On behalf of all of those whose lives you make better with your generosity, THANK YOU.

One of the main reasons I love supporting and working for United Way is witnessing, first hand, the impact of your investment. I think of Cristina and her son Antonio\*, who participated in our 2-Gen program, which makes supportive housing, childcare, and education possible. She never imagined being a single mom, but as she started the program, she said, "A few years from now, we can break that cycle of poverty. We can move on."

Christina is now beaming, grateful, empowered, a recent graduate from Texas State University, and has moved into her very own place! For those who are struggling from the pandemic, we will continue to make the most of your support to build back better for Cristina, Antonio, and thousands like them.

We couldn't do any of this without the heroic generosity of individuals and companies like Superior HealthPlan.



**David C. Smith**

CEO

United Way for Greater Austin

*David C. Smith*

\*Video URL: [https://www.youtube.com/watch?v=RGj7e\\_cSjyU](https://www.youtube.com/watch?v=RGj7e_cSjyU)



# A Commitment to Quality

Superior HealthPlan has always been committed to quality. Whether it's the services we provide to members, our large provider network, or our work in Texas communities, we encourage our employees to keep quality at the forefront of what they do each day. The result is not only better healthcare for each individual we serve, but also innovation that can help us continue to raise the bar for what quality healthcare means.

- Since 2015, Superior HealthPlan has received a score of 3.5 or higher on a 5.0 scale on the National Committee for Quality Assurance (NCQA) Medicaid Health Insurance Plan Ratings. **This includes a 3.5 score for 2021, the sixth consecutive year Superior has earned at least this rating.**
- Wellcare, a wholly owned subsidiary of Superior's parent company Centene Corporation, received a **4.5-Star Rating (out of a possible 5 stars) from the Centers for Medicare & Medicaid Services (CMS) annual Star Quality Ratings.** Wellcare by Allwell Medicare Advantage received a 4-Star Rating for Rating Year 2022.
- According to a 2021 survey, nearly **90% of Superior members said they were both satisfied with customer service and happy with the health plan as a whole.**



**Dr. David Harmon**

Chief Medical Director  
Superior HealthPlan

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*"Our primary goal as a company is to provide our members with the best healthcare possible. Our high scores in quality are prime examples of the standard of care we aim to provide as well as our commitment to offering consistent, quality care every day."*

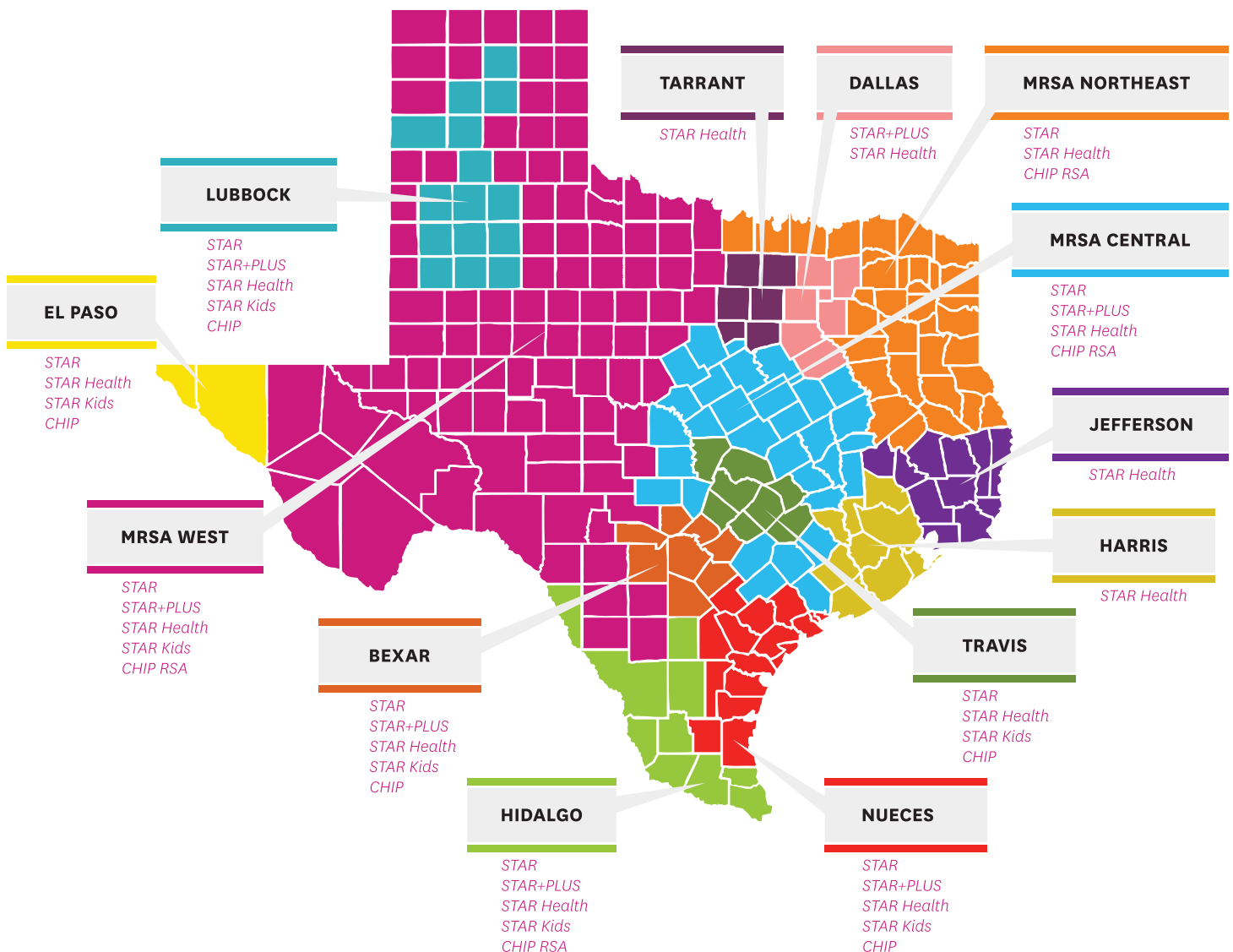
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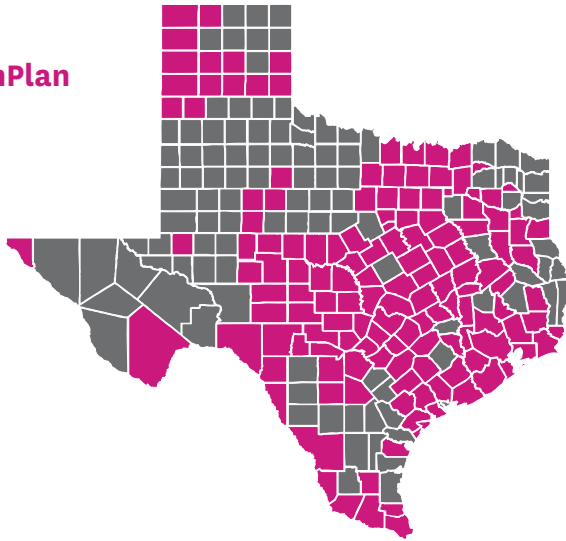
# A Plan for Life

Superior provides health-care coverage through nine product lines, including Medicaid, CHIP, Medicare and the Health Insurance Marketplace. These products are designed to help some of the most vulnerable people in Texas.

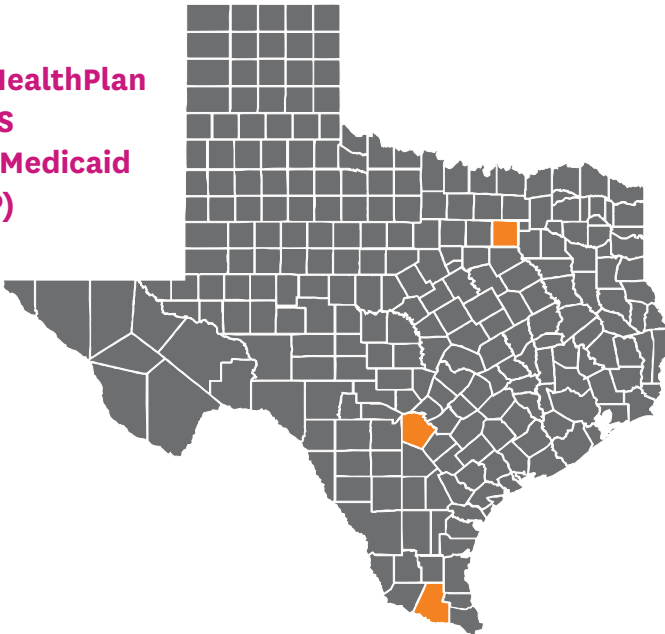
- **CHIP Perinate:** Prenatal and delivery services for unborn children of women from low-income backgrounds who are pregnant and do not qualify for Medicaid.
- **CHIP:** Health-care coverage for families whose income is too high to qualify for Medicaid, but who can't afford to buy private insurance.
- **STAR (Medicaid):** Health-care coverage for people from low-income backgrounds.
- **STAR+PLUS (Medicaid):** Health-care coverage for people from low-income backgrounds who are elderly or who have a disability.
- **STAR Kids (Medicaid):** Healthcare for children with disabilities, special needs or chronic conditions.
- **STAR Health (Medicaid):** Health-care coverage for children and youth in foster care.
- **STAR+PLUS Medicare-Medicaid Plan (MMP):** Healthcare for seniors and people who have disabilities who are enrolled in Medicare Parts A, B, and D and receive full Medicaid benefits.
- **Wellcare:** Texas Medicare Advantage programs for members who are eligible for Medicare, or Medicare and Medicaid (dual eligible). In 2020, Wellcare, Wellcare Texan Plus and Superior joined forces to better serve Medicare members.
- **Ambetter from Superior HealthPlan:** Affordable insurance for Texas residents through the Health Insurance Marketplace.



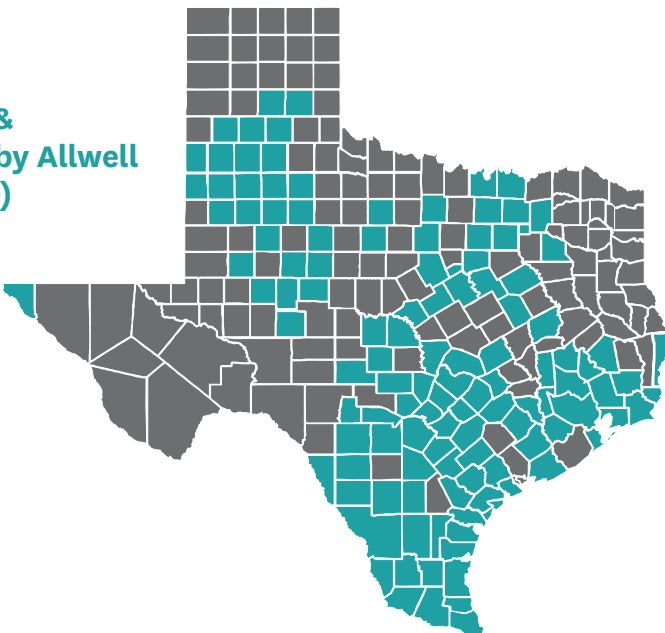
**Ambetter from  
Superior HealthPlan  
(Marketplace)**



**Superior HealthPlan  
STAR+PLUS  
Medicare-Medicaid  
Plan (MMP)**



**Wellcare &  
Wellcare by Allwell  
(Medicare)**



# CENTENE<sup>®</sup> Corporation

Superior HealthPlan is a wholly-owned subsidiary of Centene Corporation, a Fortune 25 company. Centene is a diversified, multi-national health-care enterprise that provides a portfolio of services to government-sponsored health-care programs, focusing on under-insured and uninsured individuals. Many receive benefits provided under Medicaid, including the State Children's Health Insurance Program (CHIP), as well as Aged, Blind or Disabled (ABD), Foster Care and Long Term Care (LTC), in addition to other state-sponsored/hybrid programs and Medicare (Special Needs Plans).

Centene provides access to high-quality healthcare, innovative programs and a wide range of health solutions that help families and individuals get well, stay well and be well. Through strong local partnerships and hundreds of product and market solutions across Medicaid, Medicare, the Health Insurance Marketplace and specialty companies, Centene serves millions of individuals and families in the United States and globally. This breadth of offerings provides Centene with the reach necessary to bring members whole health solutions, and positions Centene as the largest Medicaid managed care organization in the U.S. and the number one carrier on the Health Insurance Marketplace.



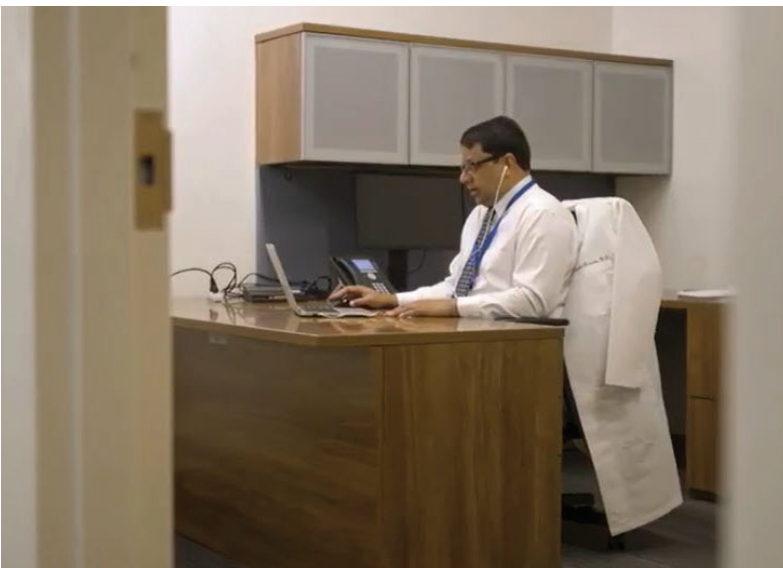
# Addressing COVID-19



The COVID-19 pandemic continued to affect Texans throughout 2021. Superior and Centene responded early in the crisis, donating \$400,000 to 100 organizations across Texas within the first three months. **As the pandemic continued, employees across the organization came together to mobilize outreach efforts to members with chronic conditions in all 254 Texas counties.** When Texas expanded eligibility requirements for the vaccine to residents 5 years of age or older, Superior continued outreach to members across all product lines.

## Telehealth Grants

Telehealth became an important method of delivering on-demand health-care services, but not all providers had the resources to manage telehealth platforms. That's why Superior, Centene, and the National Association of Community Health Centers (NACHC) formed the Medicaid Telehealth Partnership. As part of the initiative, **Superior awarded \$200,000 in grants to providers in Denton, Georgetown and Houston**, helping them purchase new equipment, electronics, and supplies, to expand and improve telehealth solutions for our members.



## Telephonic Outreach

Superior Care Managers and Service Coordinators conducted **outbound calls to educate members about the vaccine, assess their intent to get vaccinated and help remove barriers** by assisting members with scheduling appointments and transportation. If a member expressed interest in getting vaccinated, Superior staff helped schedule the appointment and provided transportation assistance through the Texas Health and Human Services' Medical Transportation Program or Superior's transportation partner SafeRide.



## Community & Provider Support

Through a partnership with UT Health San Antonio, Superior was given access to the School of Nursing's online vaccination registration system, allowing employees to schedule member appointments. **The school's mobile health clinic, sponsored by Superior, traveled to underserved communities across the San Antonio area to administer the vaccine, making appointments available to members.**

Su Clinica, a non-profit community health center serving Superior members in the Rio Grande Valley – a region hit hard by COVID-19 – coordinated three vaccination clinics where appointment windows were made available to Superior members.

Superior also coordinated multiple vaccination clinics across the state, including with Prospera Housing Community Services in San Antonio and Corpus Christi, administering vaccines to individuals in underserved communities.



## Educational Resources

Superior's online COVID-19 **vaccine resources for members and providers were frequently updated with information from local, state and federal health authorities.** Answers to frequently asked questions about the vaccine were provided to Superior's customer support center staff to educate members about the vaccine's safety and effectiveness, and to address any concerns.

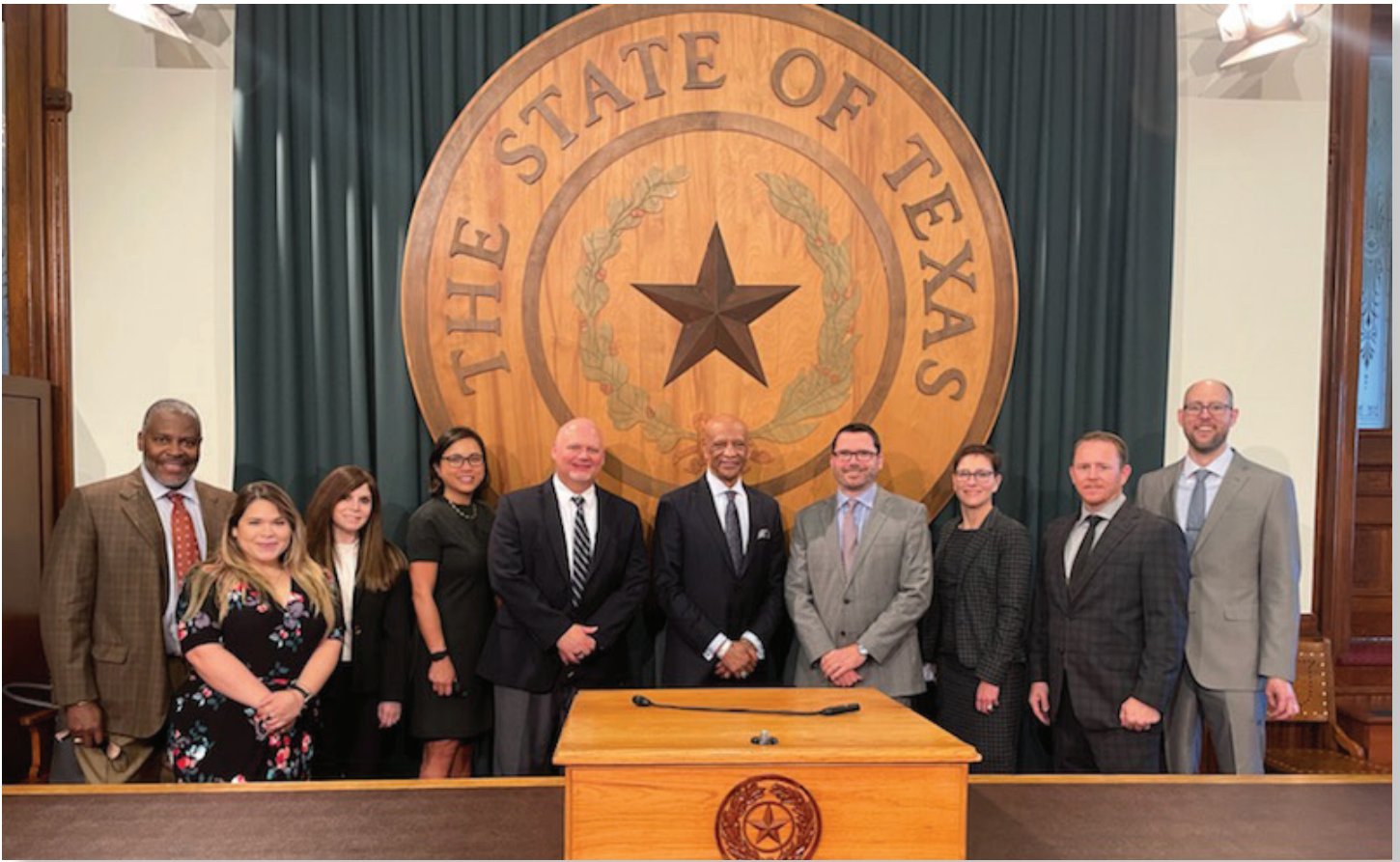


## Homebound Assistance

Members who were not able to leave their homes due to medical or behavioral health issues, were connected to local organizations. This includes Metro Health in San Antonio and Save Our Seniors in the Rio Grande Valley, both **local organizations that helped arrange for important vaccination appointments directly in members' homes.**

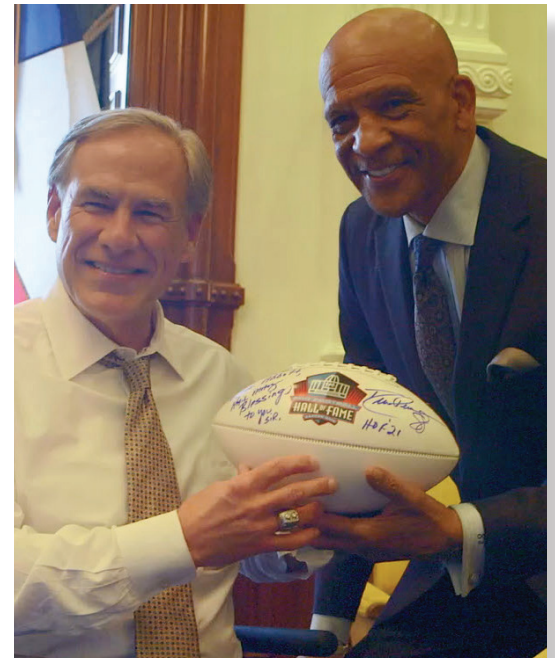


# A Hall of Fame Partnership



In March 2021, Superior partnered with Centene Corporation and the Pro Football Hall of Fame to launch a PSA campaign to help promote the safety and importance of the COVID-19 vaccine. The campaign featured a number of Hall of Famers and Friends of the Hall:

- **Emmitt Smith**, Dallas Cowboys, Pro Football Hall of Famer
- **Drew Pearson**, Dallas Cowboys, Pro Football Hall of Famer
- **Anthony Muñoz**, Cincinnati Bengals, Pro Football Hall of Famer
- **Aeneas Williams**, Arizona Cardinals, Pro Football Hall of Famer
- **Lisa Salters**, Broadcaster, Friend of the Hall of Fame
- **Dawn Staley**, South Carolina Basketball Coach, Olympic Medalist, Friend of the Hall of Fame
- **Iman McFarland**, Former North Carolina Basketball Player, Hall of Fame Youth Ambassador





## Drew Pearson Recognized at the Capitol

The Texas State Legislature formally recognized Drew Pearson for his induction into the Pro Football Hall of Fame in 2021 as well as his recent work to encourage Texans to receive the COVID-19 vaccine.

“Like you, I have a family and friends who have been affected by the pandemic,” Pearson said in his PSA. “My family relies on me to be there for them. Making sure I don’t let them down is important to me. That’s why I received the COVID-19 vaccine. You may be nervous about the vaccination, but we have to overcome our fears and help save lives.”



In addition to meeting with Texas Governor Greg Abbott, **Pearson, a member of the Dallas Cowboys’ Super Bowl XII-winning team, spoke on the House and Senate floors of the Texas State Legislature.** Both chambers passed resolutions formally congratulating Pearson on his induction into the Pro Football Hall of Fame.

He also met with San Antonio residents receiving the COVID-19 vaccine. During the vaccination event, organized by Superior, Prospera Housing Community Services, and the UT Health San Antonio School of Nursing, he thanked those getting the vaccine, signed autographs and posed for photos.

## Darrell Green Back in Kingsville

Pro Football Hall of Famer and **former Texas A&M University-Kingsville standout Darrell Green returned to Kingsville in 2021 to promote health, wellness and the COVID-19 vaccine.** He teamed up with Superior, the Pro Football Hall of Fame and the Douglass Youth Center for multiple events, including the Community Neighborhood Walk and the 1st Back-to-School Community Fair and Fest.

“Everything I have today comes from here in Kingsville,” said Green, who was an All-American in football and track before playing 20 seasons in the NFL. “So to come back here to promote health and wellness in the Kingsville community means a lot. I’m grateful to everyone involved who ensured the walk and back-to-school fair positively impacted this community.”

Green was accompanied by Iman McFarland, who played basketball at the University of North Carolina and is now a youth ambassador for the Pro Football Hall of Fame. She also worked with Superior to promote the COVID-19 vaccine.

Hundreds of people from Kingsville participated in the walk and health fair, which took place in August 2021. Attendees were able to receive the COVID-19 vaccine, health checkups, vision screenings and back-to-school supplies, all to help ensure health and wellness were a priority as the new school year got underway.



Superior is part of Centene Corporation, the Pro Football Hall of Fame’s Official Youth Wellness Partner. Through the “Strong Youth Strong Communities” program, Hall of Famers have discussed important issues with youth, including mental health, suicide, and bullying. For its work on these issues, the Hall of Fame received the 2019 Booker T. Washington award from the National Minority Quality Forum.

# Active Local Involvement



From launching pilot programs with nonprofit organizations to hosting baby showers, Superior is committed to supporting those in need – in communities across Texas. Historically, Superior hosts, organizes or attends more than 3,000 events each year, donates hundreds of thousands of dollars and volunteers to ensure we're going beyond healthcare to support those in need.



## Sensory Friendly Movies

In partnership with Cinergy Entertainment, Superior has been holding a movie screening each month in theatres in Amarillo, Midland and Odessa. These movies offer a safe, relaxed and comfortable environment with adjusted lighting and sound. Any family with a child who has a disability can attend, and the entire family is welcome to come along.



## Tackling Food Insecurity

Superior supports organizations to address the lack of access to food for families in lower-income neighborhoods. This includes an ongoing partnership with Salvation Army of North Texas, which has received funding from Superior to purchase a food trailer that serves thousands of individuals and families each month. It's one of many organizations Superior supports to address food insecurity.





## A Prospera Partnership

In 2018, Superior embarked on a new partnership with Prospera Housing Community Services, a nonprofit organization that offers high-quality, affordable housing with support services for residents and community members. Together, the two are removing barriers to quality healthcare, nutritious food and more.

**This collaborative approach to community involvement has helped expand Superior's role beyond healthcare, addressing social determinants of health** – barriers to good health like access to food, transportation and childcare – that can ensure we're addressing members' needs. There are three ways Superior and Prospera work together:

- **On-site Care.** By working with Prospera Resident Services Managers – who work at Prospera properties – Superior can identify the needs of members quickly and ensure they're getting access to food, transportation, home modifications and more services to improve their quality of life.
- **Vaccine Clinics.** Superior and Prospera joined forces to host several COVID-19 vaccine clinics, offering residents of affordable housing communities the opportunity to receive their immunizations on site instead of traveling to see their doctor or pharmacist.
- **Food Pantry.** To provide additional support to underserved communities, Superior helped fund a new food pantry at Prospera's property in Laredo. The food pantry serves 250 residents and an additional 50 individuals from neighboring locations.



## Hygiene Closets

Launched in 2020, Superior initially teamed up with 6 organizations that support the disability community, providing \$70,000 in grants to fund hygiene closets. In 2021, that initiative extended to local school districts and other community-based organizations.

In all, **Superior provided funding to support hygiene closets in 13 schools across Texas as well as 13 additional organizations.** These closets are stocked with a variety of items, including personal protective equipment (PPE), toiletries, laundry baskets and detergents, that can support those in need.



### Our Purpose

Transforming the health of the community, one person at a time.



# Our Community Partners



Superior could not be successful without dedicated community partners. There were more than 750 partnerships in 2021, all designed to reinforce Superior’s purpose of transforming the health of Texas communities, one person at a time. Here are just a few examples of how Superior works with community-based organizations all across the state.



*“The COVID-19 pandemic really exposed the fragility of economic stability for low-income residents. Prospera saw a need in Laredo for food assistance, and is grateful to Superior HealthPlan for a sponsorship to help address that need. Prospera’s goal with providing on-site resident services at our properties is to help residents meet their personal successes and goals. By helping residents improve where they work, live, play and grow, we can create a stronger and more resilient community for Laredo.”*

## Scott Ackerson, LMSW

Executive Vice President of Strategic Relationships  
Prospera Housing Community Services



*“COVID-19 placed limitations on in-person patient visits that are particularly problematic for those requiring additional support to manage chronic diseases like diabetes. Lone Star Circle of Care is using telehealth grant funding from Superior to reach out to patients who have had difficulty managing diabetes during the pandemic, increasing their access to diabetes management services such as virtual visits with primary care providers and a dietitian.”*

## Tracy Angelocci

Chief Medical Information Officer  
Lone Star Circle of Care



*“Buckner Family Hope Centers are child-centered, family-focused places where families go to find hope, support and empowerment in their community to reach their fullest potential. Superior HealthPlan has played a major role in contributing to the ongoing work that the Buckner Family Hope Center carries out in Western Hidalgo County, by providing grant funding to our events, educating our clients, attending events, and volunteering. On behalf of Buckner International and its clients, I would like to thank Superior for their strategic efforts to develop communities, and create opportunities for vulnerable families and children to access excellent health care.”*

## Diego Silva, MPA

Director, Family Hope Center  
Buckner Children and Family Services



Generous donors like Superior HealthPlan are the key to our community success and make it possible for Canutillo ISD to provide local individuals and families in need with assistance, services, and goods. Superior has been an excellent Partner in Education. The initial outreach to your agency was to attend a campus health fair. Superior Community Relations Representative Emily Torres set up a table to talk to our community and offered to help Canutillo ISD connect to other agencies to set up more robust health fairs for all 10 campuses. The connection has continued to make an impact at each health fair.

Superior has also offered support to our campuses through presentations that our parents and students can take advantage of.

**Most recently, we received a grant from Superior to help support the Champion Recreation Center in Canutillo, Texas. The funds were used to purchase items to keep our students physically and mentally active.** The Champion Recreation Room has been used by Canutillo ISD physical education and wellness teams, as well as other agencies like Youth Impact, Ballet Folklórico, Aliviane, and Boys and Girls Club, to support our students and community.

We know that we can count on the continued support from Superior. We thank you for the time and care that Superior HealthPlan has offered to our Canutillo ISD community.

Sincerely,

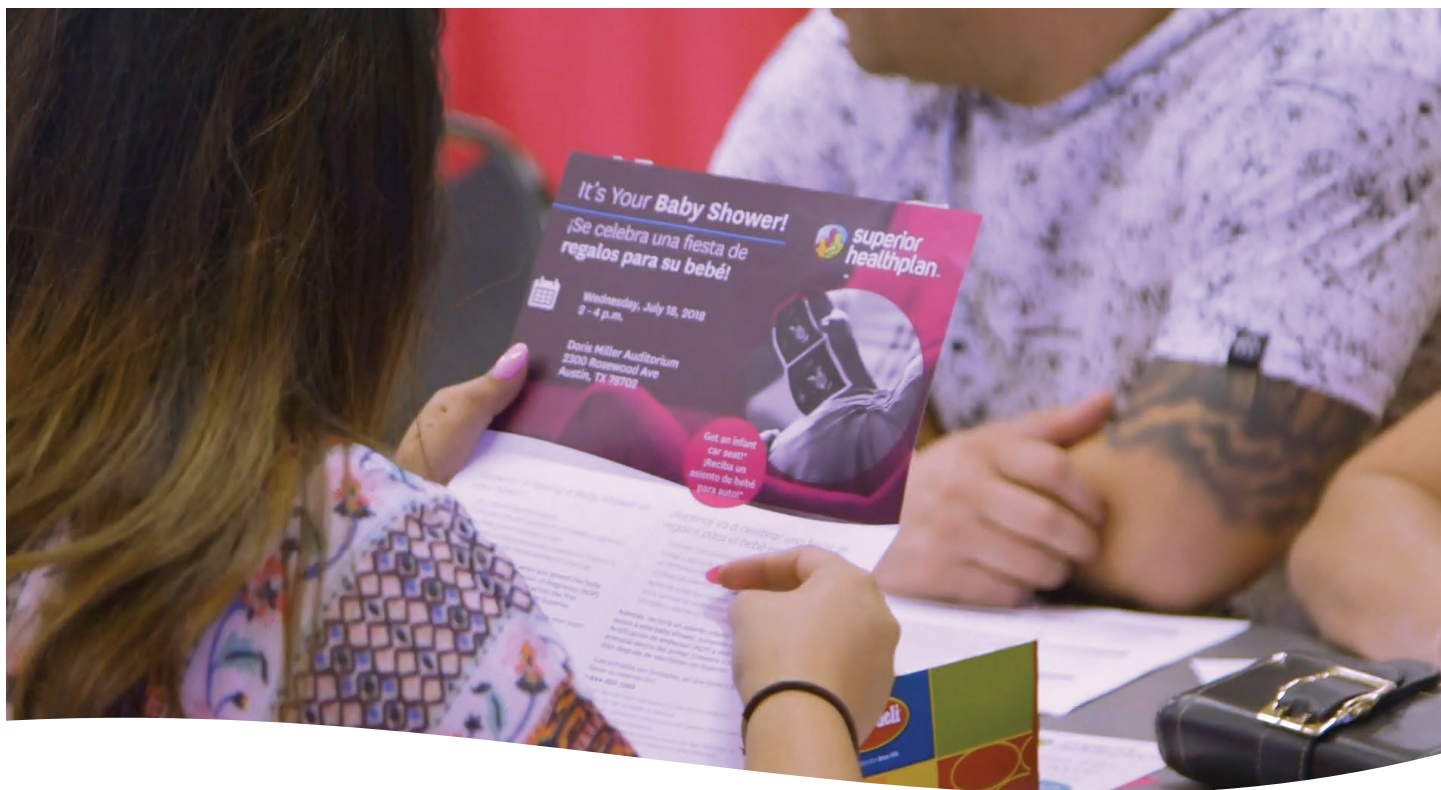
**Nancy Torres, MS**

Coordinated School Health Facilitator  
Canutillo ISD



# Providing Whole Health

From flu prevention to employee certifications, Superior is committed to providing programs that can impact every aspect of a person's health.



## Start Smart for Your Baby

Superior's Start Smart for Your Baby® is a program specifically for pregnant women and new moms. It is designed to **customize the support and care members need for a healthy pregnancy and baby.**

- **Care Management:** Superior's Care Managers are registered nurses and licensed social workers who work with members to schedule appointments, provide transportation assistance and find resources that help them get well and stay well.
- **Rewards\*:** Superior members who are pregnant can earn up to \$100 in My Health Pays® rewards each year for attending prenatal appointments. Members also have access to free car seats, diaper bags and breast pumps.

*\*Restrictions and limitations apply.*

## Fluvention

Flu season can be a difficult time for many, but Superior is committed to helping. Through its Fluvention™ program, Superior members have access to a range of important benefits and information, **including a flu shot at no cost**, educational resources and additional support that can help prevent the spread of the flu.

## Diabetes

At Superior, we believe diabetes shouldn't get in our members' way of living their lives. **Our Diabetes Care Management Program** provides an easy way for members to get what they need. Our team works closely with members to get them on track for feeling their best. They can also help address common questions, like what foods to avoid and how to effectively test blood sugar levels.



## Asthma

Superior members have access to an Asthma Care Management program. This program can help members manage asthma symptoms and allows them to **talk to a registered or certified respiratory therapist**, addressing common issues such as what sets off asthma attacks and when to go to the hospital.

## Behavioral Health

In 2016, Superior integrated behavioral health services, furthering its commitment to providing comprehensive, holistic healthcare for all members. As part of the program, members have access to additional care and community support through **Mental Health Targeted Case Management (MH-TCM)**.

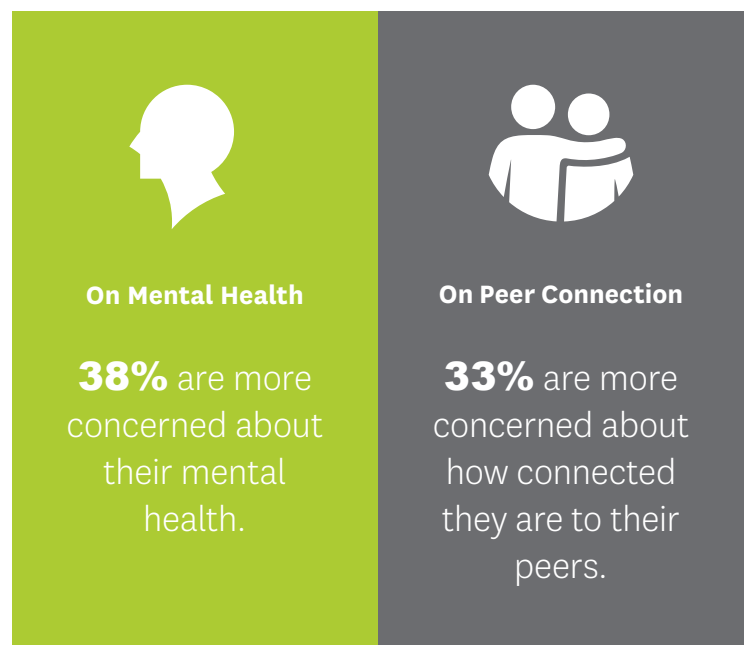
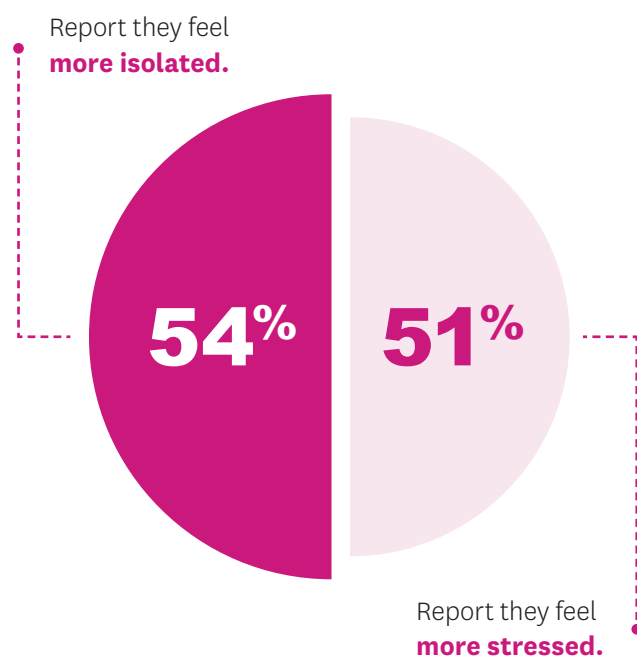
## Mental Health Training

In conjunction with Mental Health Month in May 2021, Superior HealthPlan announced it was offering an interactive, mental health and wellness digital course for middle and high school students across Hidalgo County through EVERFI's Mental Wellness Basics program. Here are the key details of the new program:

- Mental Wellness Basics is a digital course made available at no cost through our partnership with EVERFI, Inc., a leading education technology innovator.
- According to the National Alliance on Mental Illness (NAMI), 75% of teens and young adults develop a mental health condition by the age of 24. Mental Wellness Basics is designed to equip students in grades eight to 10 with the knowledge and skills needed to build, maintain, and promote positive mental health in themselves and their peers.
- Mental Wellness Basics educates students on mental health issues by exposing them to the experiences of others in order to develop awareness and empathy, reduce stigma, and provide facts on the prevalence and symptoms of mental health conditions. The course uses a population-level approach to what is often viewed as an individual issue.

Superior and EVERFI are offering the course to Hidalgo County school districts through April 2022. More details about the importance of the program can be found below.

## A Survey of 11,000 Students on the Impact of COVID-19



# A Culture of Caring

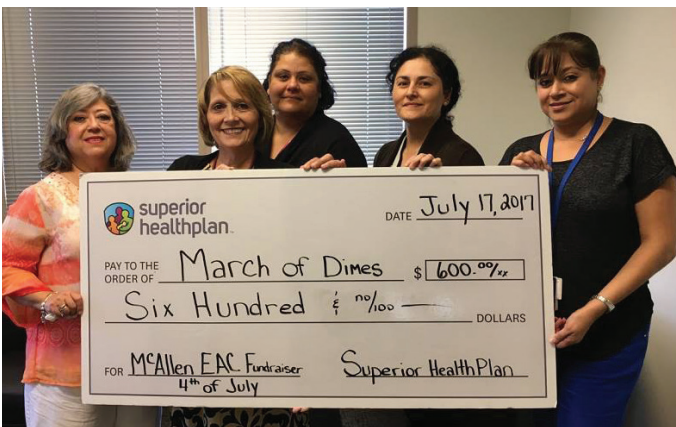


Giving back has long been part of Superior HealthPlan's company culture. With 3,800 employees – located in 8 offices across Texas – fundraising, volunteering and donating have always been a major part of what we do.



## UNITED WAY

Over the course of 7 years, **Superior employees have donated \$1.6 million to Texas chapters of United Way** during the company's largest annual fundraising campaign. From supporting early education to providing food to low-income neighborhoods, these funds make a difference in the lives of Texans throughout the state. Since 2019, at least 70% of employees participated in the campaign, donating approximately \$300,000 annually, a clear demonstration of a commitment to supporting our neighbors in need.



## MARCH OF DIMES

In 2021, Superior HealthPlan had its most successful March of Dimes employee drive yet. In all, more than 300 employees pledged nearly \$13,000 to fund research and support so that moms can have healthy, full-term pregnancies. **Since 2017, this annual fundraiser has generated \$55,000 for March of Dimes**, furthering their mission to prevent birth defects, premature birth and infant mortality.





## FOOD INSECURITY

To kick off the year, an internal committee set a fundraising goal of \$4,000 to benefit 4 Texas food banks. Instead, Superior employees chipped in nearly \$7,000, allowing the group to **donate to 5 total food banks in need in the following communities: El Paso, Houston, Lubbock, McAllen and San Antonio.** It was the first food bank fundraiser organized by employees, and will be an annual initiative moving forward.



## EMPLOYEE INCLUSION GROUPS

Superior has 5 Employee Inclusion Groups, all of which are committed to not only fostering an inclusive environment internally, but also giving back to communities all across Texas. From **volunteering at food banks to organizing learning opportunities for employees**, these groups are expanding what it means to be a diverse and inclusive organization.



### EMPLOYEE GIVING IN 2021

11

Organizations Supported

\$310,000

Funds Raised

11

Communities Impacted



### A FAMILY FRIENDLY WORKPLACE

In 2021, Superior HealthPlan was designated a **Best Place for Working Parents** as part of a campaign organized by Early Matters Greater Austin, a joint initiative supported by United Way for Greater Austin and E3 Alliance. The designation means Superior is committed to implementing and expanding family-friendly practices, helping to support the physical and emotional health of 3,800 employees and their families. Learn more at [www.earlymattersgreataustin.com](http://www.earlymattersgreataustin.com).



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