



Helping Texas Communities **Thrive**

COMMUNITY INVESTMENT REPORT 2022



superior
healthplan™

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A Message from our CEO

After two years of uncertainty, 2022 allowed our company to return to a sense of normalcy, especially as it relates to our in-person work in communities supporting our members and neighbors across Texas. From partnering with nonprofit organizations and schools to launching new initiatives to help those in need, **I am so proud of Superior HealthPlan's commitment to invest in our communities.**

Being part of the culture in the towns and cities we serve has been our goal since we first opened our doors in 1999. Despite the challenges brought on by the public health emergency, Superior has continued to focus on **putting our members first**, no matter what.

As a statewide leader in healthcare, we now serve 1.8 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.

What has been clear to us since day one is that the health and well-being of each individual we serve 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.

Just look at what we accomplished with our partners in 2022:



Announced \$7.9 million in funding for a new multipurpose center in Uvalde, Texas, helping the community heal following a devastating tragedy.



Supported 425 community partners with more than \$670,000 in grants and sponsorships.



Donated \$214,000 to Texas chapters of United Way through an employee giving campaign.



Provided \$100,000 in funding to 3 McAllen-area providers so they can expand their abilities to care for people with disabilities.

While we work each day to provide high-quality care for our members, we also know that **collaboration remains the most effective way to truly make a difference**. That's why we continue to partner with nonprofit organizations, providers, schools, and Texas communities to further our purpose of transforming the health of Texas communities, one person at a time.

Sincerely,



Mark Sanders

President and CEO
Superior HealthPlan

Supporting Texas Communities

2022 at a Glance



425

Community Partners



130

Communities Impacted



1,132

Events & Presentations



169

Total Sponsorships & Grants



8,886,440

Total Contributions



1.8 Million

Total Membership



2,934

Total Employees

We do not have enough words to express our gratitude to Superior HealthPlan for their continued support of Edinburg Housing Authority (EHA).

EHA serves over 1,400 low-income families in the Edinburg area. **EHA has been able to bring many beneficial resources to our children, families, seniors and individuals with disabilities**, and that is thanks to Superior HealthPlan.

Superior representatives have provided our residents and staff presentations where they share information and updates, and offer access to their comprehensive services. They also address any questions our clients may have. **We admire their professionalism when engaging with our residents.** Our residents are always interested in their presentations because they know that Superior's intentions are to help them improve their life and health.

Superior has also sponsored many projects, including the launch and continuation of Simona's Hygiene Care Closet located at the EHA Administration Office in Edinburg. One of my favorites was when we surprised our residents with a bag filled with toiletries for Valentine's Day, sponsored by Superior. **Residents reported that the hygiene products came at a perfect time** because they were low on money and had no products until their next paycheck. Residents and the community are aware of the closet and are welcome to come by and ask for toiletries, if needed.

Superior HealthPlan has touched many hearts and our gratitude is overflowing. We look forward to continuing this amazing partnership that we have with Superior HealthPlan.



Zulema Garcia

Public Housing Property Manager
Edinburg Housing Authority

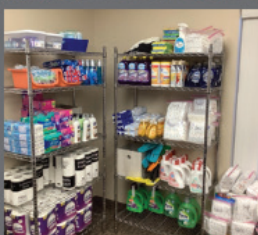


Staying Social



Children's Defense Fund-Texas-East Texas is 🇺🇸 attending ...
an event.
December 21, 2022 at 10:15 AM · 🌐

Our December Hygiene Closet was another great success sponsored by [Superior HealthPlan](#). We also had a chance to meet our new Organizing Associate, Youth Engagement Rachel Myles who jumped right in to assist us with clients. We are looking forward to working with Rachel and to see all the great work she will do at CDF-TX..loved having you in East Texas 😊



1

Children's Defense Fund of East Texas held a grand opening for a Community Hygiene Closet, a big win for Tyler residents. Through support from Superior, the closet offers personal hygiene items for the community.

Like, follow and connect with
Superior today!



Texas Diaper Bank
March 29, 2022 · 🌐

Thank you, thank you, thank you! 🙏

Our friend Sam from [Superior HealthPlan](#) came by to present us with a donation to fund 900 New Mommy Kits this year. Thank you so much for your support and for supporting new mothers here in our community!

#TXDBforNewMoms #FeelGoodTuesday



2

Superior's Community Relations team in San Antonio presented Texas Diaper Bank with a \$5,000 check to fund the purchase of 900 New Mommy Kits. The kits included newborn diapers, a night gown, sippy cups, and body wash.



The Salvation Army - Dallas Oak Cliff Corps
June 23, 2022 · 🌐

Thank you to [Superior HealthPlan](#) for their continued support in [#DoingTheMostGood](#).



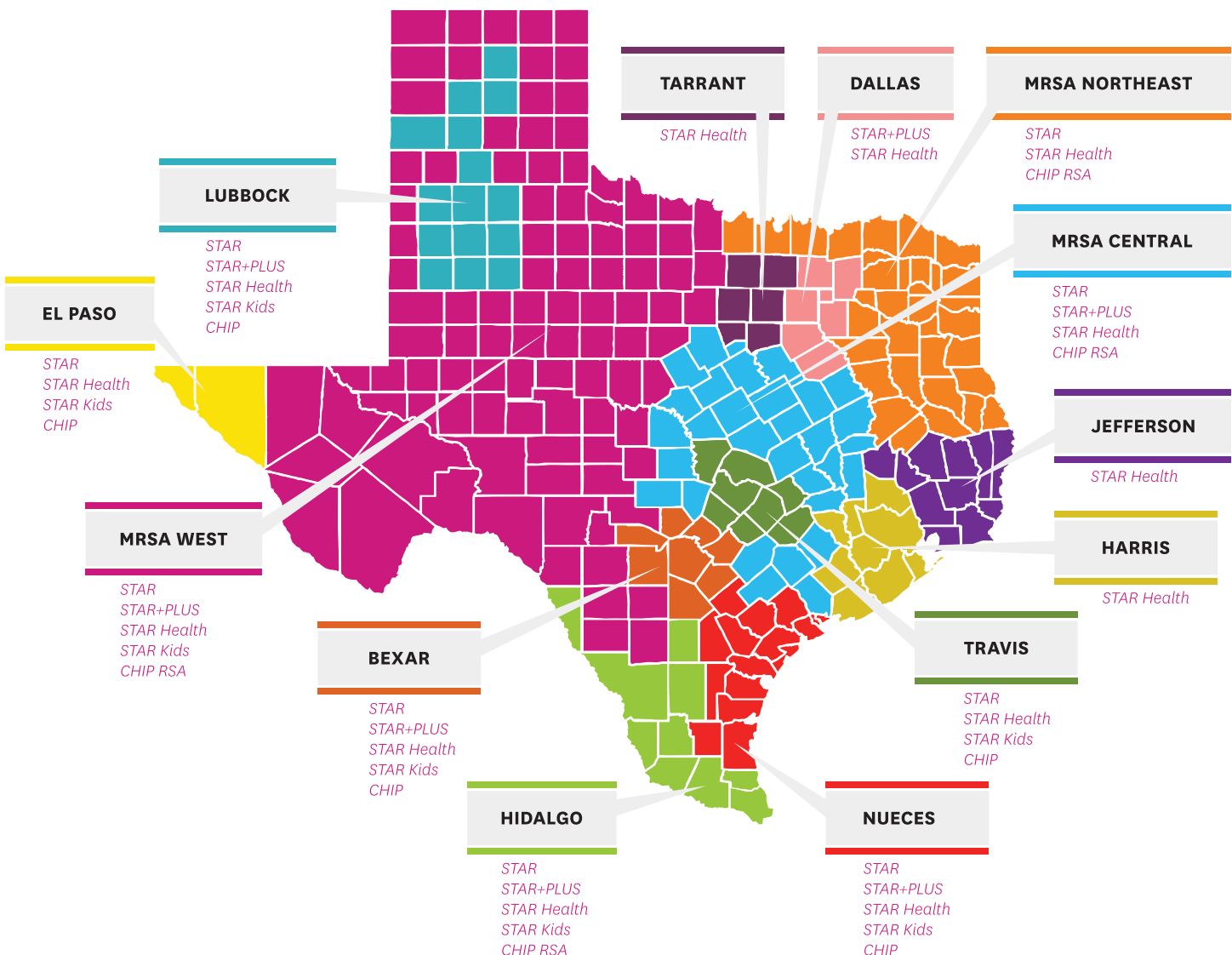
3

For years, Superior has supported The Salvation Army in Dallas, providing funding for a food trailer and other resources for low-income neighborhoods.

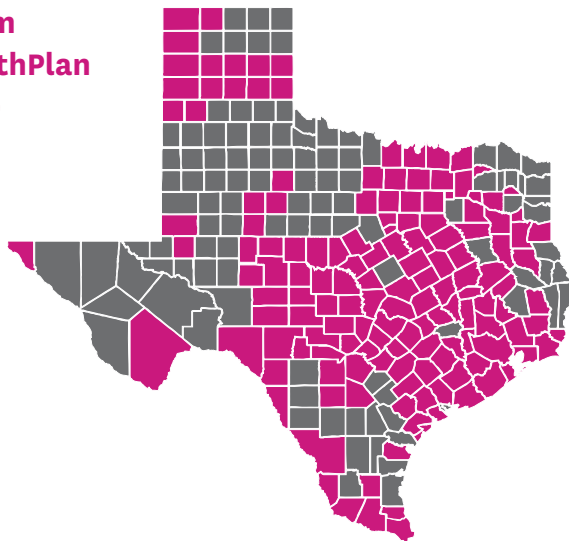
Plans for Life

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.

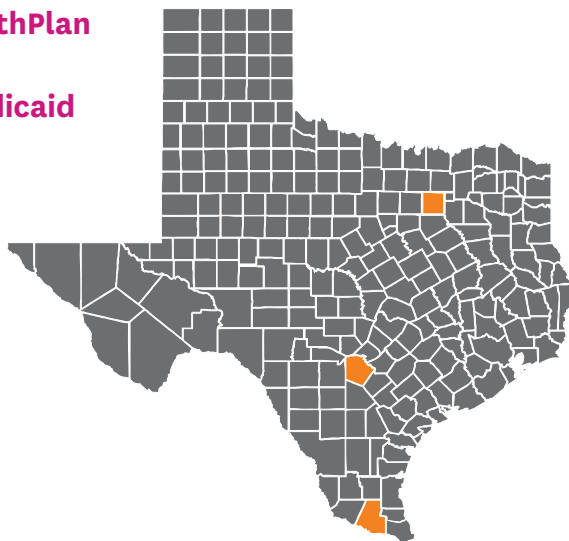
- **CHIP Perinate:** Prenatal and delivery services for unborn children of women from low-income backgrounds who are pregnant and do not qualify for Medicaid.
- **CHIP:** Health-care coverage for families whose income is too high to qualify for Medicaid, but who can't afford to buy private insurance.
- **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.



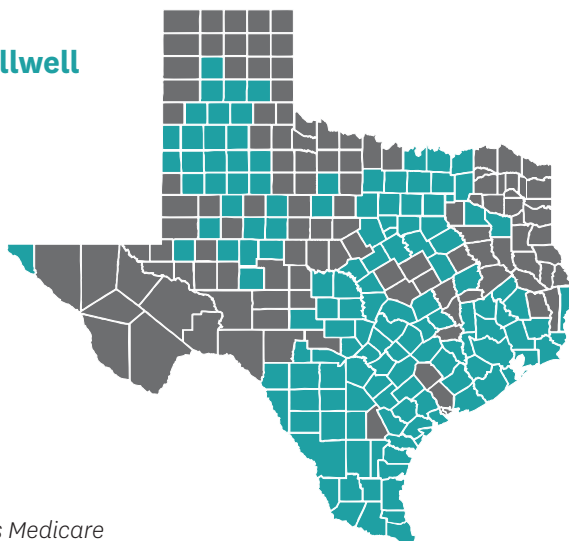
**Ambetter from
Superior HealthPlan
(Marketplace)**



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



**Wellcare &
Wellcare By Allwell
(Medicare)**



Note, Superior provides Medicare coverage through Wellcare and Wellcare By Allwell. This map identifies all counties where Texans can receive Medicare through at least one of these programs.

CENTENE[®] Corporation

Centene Corporation, a Fortune 500 company, is a leading healthcare enterprise that is committed to helping people live healthier lives. The Company takes a local approach, with local brands and local teams, to provide fully integrated, high-quality, and cost-effective services to government-sponsored and commercial healthcare programs, focusing on under-insured and uninsured individuals.

Centene offers affordable and high-quality products to nearly 1 in 15 individuals across the nation, including Medicaid and Medicare members (including Medicare Prescription Drug Plans) as well as individuals and families served by the Health Insurance Marketplace, the TRICARE program, and individuals in correctional facilities. The Company also contracts with other healthcare and commercial organizations to provide a variety of specialty services focused on treating the whole person. Centene focuses on long-term growth and value creation as well as the development of its people, systems, and capabilities so that it can better serve its members, providers, local communities, and government partners.

Responding to Tragedy



The community of Uvalde, Texas, continues to cope with the aftermath of tragedy – a school shooting on May 24, 2022. There were 21 victims, impacting children, families, teachers, and the entire community. To support Uvalde in their time of need, it was important to respond quickly, especially as **1 in 4 of the county's residents receive their health-care coverage from Superior**. In partnership with Community Health Development, Inc. (CHDI), Superior is committed to helping Uvalde heal.

Supporting Immediate Needs

In response to the tragedy, Superior had two primary goals – to outreach to all members in the community, offering our support, and finding ways we can work with the community long-term. Superior and Centene employees from across the organization came together to offer immediate assistance.

- A team of **behavioral health employees volunteered** to call all 6,000 Superior members in Uvalde.
- We **provided financial support** for The Uvalde Together Resiliency Center, two health and wellness events, and weighted blankets and companion pets to help reduce anxiety and depression.
- Superior organized a **Trauma-Focused Behavioral Therapy Training** for providers, helping them better address mental health issues for their patients.
- A **crisis support line was available 24/7** for the community, ensuring members were aware they had access to behavioral health services from our partners at Magellan Health, myStrength and Brave Health.



A Commitment to Health & Wellness

In August 2022, Superior and Centene joined CHDI, a Federally Qualified Health Center (FQHC) that serves 11,000 individuals, to organize a Wellness Fair for the Uvalde community. Held during National Health Center Week, the event featured **routine vaccinations for children, medical and dental checkups, back-to-school supply giveaways, food, and entertainment**. In all, there were more than 20 organizations involved and more than 1,000 people attended.

“ This tragedy has long-term consequences. We cannot allow ourselves to stop, we have to keep going. That’s why the Wellness Fair had big support from our community. We had a lot of organizations involved, offering social services and resources, not only for medical and physical wellness, but also for healing. The partnership with Centene and Superior has been tremendous for us. They helped with vision screenings, dental screenings, financial support – many services that without their help, we would not have been able to do.”

Mayela Castañon

CEO, Community Health Development, Inc.



A Community Center for the Future

Together, Superior and Centene **donated \$7.9 million to help build a new multipurpose center in Uvalde**. The facility – a collaboration with CHDI – was announced in December 2022 and is expected to be open to the public in late 2024. The facility will feature:

- Space for CHDI to serve individuals and families.
- Providers who support mental health for the community.
- Space for events and gatherings to support wellness and healing.
- Childcare services for those in need.
- Local retail vendors.
- A tranquility garden to honor victims of the tragedy.

“ This community center is a prime example of what Superior HealthPlan and Centene believe is critical when it comes to healthcare – that local relationships enable meaningful and effective healthcare. We look forward to continuing our partnership with CHDI on this project as we know this new facility will benefit Uvalde County for many years to come.”

Mark Sanders

President and CEO, Superior HealthPlan



Watch this video to learn more about Superior’s support for Uvalde.

<https://youtu.be/3nsGc5tGOYg>

Introducing Hygiene Closets

Shampoo. Toothpaste. Feminine hygiene products. These are just a few of the items individuals from lower-income neighborhoods often struggle to buy. That's why **Superior has been working with schools and nonprofits in cities across Texas to launch hygiene closets.** In support of this initiative, which kicked off in 2020 during the early stages of the COVID-19 pandemic, Superior provides funding to community-based organizations to help stock these closets for individuals in need.



Total Donations:

\$300,000



Total Hygiene Closets:

70



Total Communities Supported:

22



Hygiene Closet Locations

- | | |
|-------------------|-------------------|
| 1. Abilene | 12. Lubbock |
| 2. Amarillo | 13. Lufkin |
| 3. Austin | 14. McAllen |
| 4. Belton | 15. Midland |
| 5. Corpus Christi | 16. Odessa |
| 6. Dallas | 17. Progreso |
| 7. Dumas | 18. San Angelo |
| 8. Edinburg | 19. San Antonio |
| 9. El Paso | 20. Tyler |
| 10. Laredo | 21. Waco |
| 11. Longview | 22. Wichita Falls |



Visit [SuperiorHealthPlan.com](https://www.SuperiorHealthPlan.com) to see all the ways Superior supports Texas communities.



In 2022, Superior provided a grant to YWCA San Antonio to launch a hygiene closet, one of dozens across Texas.

Superior's hygiene closet initiative began by partnering with 6 organizations that support the disability community. Following a wealth of positive feedback, **Superior decided to expand the program in 2021** and has supported even more organizations in 2022.

Hygiene closets address a need that's not often talked about, but critically important. For example, according to the nonprofit Amenity Aid, there was **a 60 percent increase in demand for hygiene products in 2020** compared to the previous year. With cost of living increases – and with 1 in 10 households in many communities considered low-income – the importance of meeting these needs cannot be overstated.

Addressing these basic needs can have a profound impact on non-medical drivers of health, the barriers often faced by lower-income individuals and families that prevent good health, which also include education, transportation, and housing.

These hygiene closets are perhaps one of Superior's most innovative programs to date and continue to make an impact in the lives of individuals throughout the state.

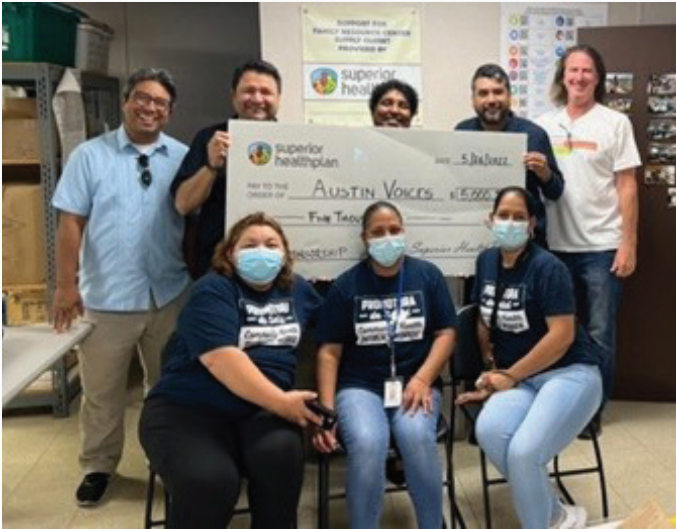


“One of the ways we have partnered with Superior was establishing a hygiene closet at our Tyler office for local East Texas families in need. Through this project, our organization can provide personal care hygiene items at no cost to our community. These items have made a major difference to families and have helped us to fill the gap to meet the needs of low-income families who may not be able to otherwise afford hygiene items.”

Cindy Ross
Program Director,
East Texas Region
Children's Defense Fund –
Texas

Our Community Partners

Superior could not be successful without dedicated community partners. There were 425 partnerships in 2022, all meant 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 across the state.



“Over the past 15 years, Superior has been an outstanding partner in many ways. They are always at community resource events helping our families, and their financial support has helped us expand the reach of these events, including our Hopefest Resource Fair that serves 4,000 people annually. Superior has filled gaps in resources, including adding emergency hygiene closets to our centers. Superior has also been part of our school-based community partners meetings and tirelessly coordinates with a wide range of city and county partners to expand access to healthcare in the Austin community.”

Allen Weeks

Executive Director

Austin Voices for Education and Youth

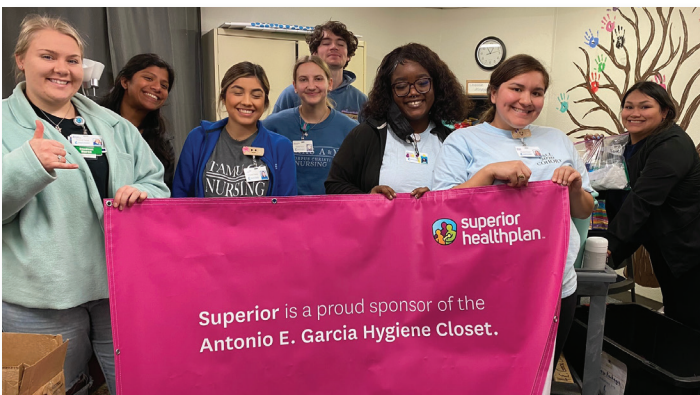


“The San Antonio Food Bank takes pride in fighting hunger, and we achieve this through our programs and resources available to families, individuals, seniors, and children in need. For years we have collaborated with Superior HealthPlan in various successful community events utilizing the Mobile Mercado, an initiative of the Nutrition, Health, and Wellness Department. Our partnership allows us to provide the community with access to fruits and vegetables and nutrition education to address food insecurity and increase nutrition literacy.”

Ana Chavez, MPH

Farmer's Market and Mobile Mercado Manager

San Antonio Food Bank



“I have had the opportunity to work with Superior as a new director of Antonio E. Garcia Arts and Education Center in Nueces County. In working with Superior, I have learned the importance of community partnerships. Without Superior, our most vulnerable community members would not have access to information or services available to them.”

Esmerelda Herrera-Teran

Director, Academic Success

Antonio E. Garcia Arts & Education Center

Making an Impact

From launching pilot programs with nonprofit organizations to hosting unique events to support individuals with disabilities, Superior is committed to supporting those in need – in communities across Texas. Each year, Superior hosts, organizes or attends more than 1,100 events, donates hundreds of thousands of dollars, and volunteers to ensure we're going beyond healthcare to support our Texas neighbors.



Sensory Friendly Movies

Each month in 2022, Superior teamed up with local movie theaters across Texas to present a family-friendly film at no cost to attendees. These sensory-friendly movies take place in auditoriums dedicated to guests and their families affected by autism and sensory processing disorders, featuring brightened light levels, reduced sound volume, and room for guest interaction and movement. First launched in Odessa in 2018, Superior has contributed more than \$50,000 to support these movies and has expanded to other cities, including Amarillo, Austin, Corpus Christi, and Lubbock.



Back-to-School Haircuts

In August, Superior hosted a back-to-school event offering supplies, health education, and haircuts for the El Paso community. Youth and adults in attendance received haircuts at no cost, made possible by MD Barber Company's volunteerism and expertise behind the chair. In addition to education about benefits and services, Superior provided attendees with backpacks and school supplies to set them up for a successful 2022-23 school year.



Teen Fit Program

Back by popular demand, the Second Annual Teen Fit Program kicked off in the summer of 2022, where participating students got involved in healthy competition by tracking their levels of activity. Prizes were awarded to those who achieved the highest number of steps throughout the summer. In partnership with El Paso Parks & Recreation and Texas A&M AgriLife, Superior helped 100 students and their families get active, learn about nutrition, and have fun.

Providing Whole Health

From pregnancy support to behavioral health advocacy, Superior is committed to providing programs that can impact every aspect of a person's health and wellness.



Each year, Superior organizes educational baby showers for members, offering diapers, diaper bags and other resources.



Start Smart for Your Baby

For the past 13 years, this evidence-based initiative has been providing health education for pregnant members to help improve maternal and newborn health while reducing the risk of birth defects. Created specifically for pregnant women and new moms, the program is designed to customize the support and care members need for a healthy pregnancy and baby.

Start Smart for Your Baby[®] incorporates care management, care coordination, and health education to improve maternal and infant health. Members enrolled in the program have access to:

- **Care Management:** Superior's Care Managers are registered nurses and licensed social workers who work with members to schedule appointments, provide transportation assistance, offer breast feeding support, 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 and \$50 in rewards for postpartum care. Members also have access to food, cribs, diaper bags, diapers, housing, and clothing. **Restrictions and limitations apply.*



Wellframe Care App

Wellframe, a mobile care program offered to members at no cost, can help users feel less frustrated about managing their health. The program helps connect members to their care team, keep track of doctor visits, and is easy to access from a smartphone or tablet. The health programs included in the Wellframe app are:

- Asthma support
- Behavioral health support
- Chronic care
- Diabetes management
- Health and wellness
- Maternity care
- Post-hospital discharge planning



Fluvention

Superior helps our members stay well during cold and flu season. Through our 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 the way of our members living their lives. Through our Diabetes Care Management Program, our team works closely with members to get them on track for feeling their best and can address common questions, like what foods to avoid and how to effectively test blood sugar levels. The goal is to help members manage their diabetes and this program provides that extra support some members may need.



Behavioral Health

Our members are not alone in managing their mental health. With Superior's behavioral health programs, members can call to get mental health and substance abuse support as well as assistance finding the right doctor for their needs. For members who need additional support, Superior helps find access to care and community support services through our Mental Health Targeted Case Management (MH-TCM) program.



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.



Nicotine Recovery Program

Offered online, Superior's Nicotine Recovery Program provides members with resources to help put an end to the use of nicotine. The resources provide ideas, information, and education through videos and interactive activities to help members meet their recovery goals.



The Superior HealthPlan Purpose

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



Recognized for Our Work

Superior was nominated for several awards in 2022, ranging from our work in Texas communities to our commitment to supporting employees. Here are a few examples of other organizations recognizing Superior as a statewide leader in healthcare.



Waco ISD Community Partner Award

For our continued commitment to supporting Texans in need, Superior was presented with the **Community Partner Award from Waco Independent School District**. Superior provided a grant to help supply students in Waco with backpacks at no cost, so they could start the school year off right. Waco ISD formally recognized Superior for the impact the grant had on students during a meeting in the summer of 2022.



Nan McKay Development Nomination

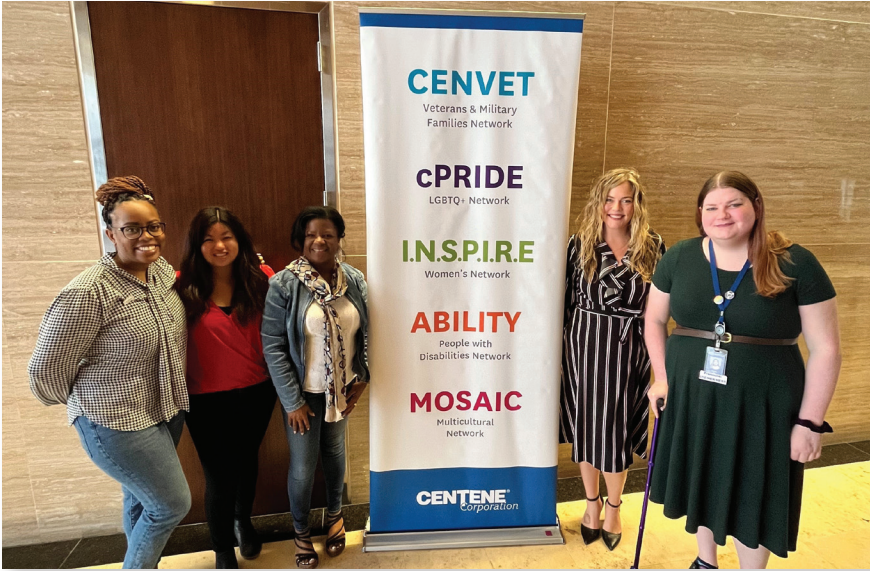
Edinburg Housing Authority (EHA) acknowledges one community partner each year for the **Nan McKay Development Award**, which recognizes the excellence of individual agencies in the affordable housing industry. In their nomination, EHA said, “We strongly support Superior HealthPlan and EHA for the Nan McKay Development Award for all their efforts in giving back to the community.”



The Best Place for Working Parents

A [case study](#) was released in 2022 that explores why Superior has been named a **Best Place for Working Parents** for two straight years. The study includes a snapshot of the organization’s efforts in Texas, benefits employees receive from the company, and quotes from employees about how flexibility has impacted their ability to provide the best possible care for our members.

A Commitment to Diversity, Equity & Inclusion



Furthering our commitment to DE&I, a group of Superior employees attended a learning forum hosted by our parent company, Centene.

To best serve a diverse population – now at more than 1.8 million members – Superior has to be committed to diversity in and out of the company. That’s why we launched a new Diversity, Equity & Inclusion Council in 2022, made up of employee volunteers and leaders from across the organization. This group will support the existing **5 Employee Inclusion Groups (EIGs) that are making a difference in the lives of colleagues and members** across the State of Texas.



MOSAIC provides peer support for employees of all racial and ethnic backgrounds through networking, mentoring and coaching while promoting education and awareness and supporting employee engagement and retention.



I.N.S.P.I.R.E. leverages tools such as targeted development sessions, mentoring, and community engagement to develop women as leaders and prepare them for leadership opportunities at all levels of the company. Members support the recruitment, development, promotion, and retention of women leaders and work to keep Superior and Centene as an employer of choice among professional women.



Our LGBTQIA+ Employee Inclusion Group, cPRIDE, supports an inclusive work environment for lesbian, gay, bisexual, transgender and all employees in order to promote the ability to bring their full selves to work. This EIG works to provide development, support and networking opportunities for its members while providing guidance on how Superior and Centene can be an even greater place for LGBTQIA+ employees to work.



CENVET provides support and resources for employees who have served in the armed forces and those related to a service member or former service member. The CENVET EIG will advise and provide recommendations when there are issues relevant to veterans and military families while helping Centene further veteran outreach and develop talent in this important constituency.



ABILITY exists to support and enable employees to fully contribute and reach their full potential in the workplace, challenge the stereotypes and stigma associated with people with disabilities, and to expand disability cultural competency throughout the company.



Review the [Annual DEI Report](#) to learn more about DEI at Centene.

A Culture of Caring

Giving back has long been part of Superior HealthPlan's company culture. With 3,000 employees – in communities all over Texas – fundraising, volunteering and donating have always been a major part of what we do.



PROJECT SUNSHINE

Superior and Centene employees in Texas attended a Project Sunshine packing event in San Antonio. In all, more than two dozen employees put together Activity Kits, which deliver safe, creative play directly to children. The materials spark joy and provide therapeutic value to the physical and emotional healing process. Together, **employees shipped more than 500 kits to pediatric patients** at local medical facilities in Texas.



NAMIWALKS EL PASO

Once again, our employees showed up to support the National Alliance on Mental Illness (NAMI) and the NAMIWalks event in El Paso. During the annual fundraiser, employees contributed \$1,000 and participated in the walk, which helps raise money and awareness for the importance of mental health. **Superior employees were among the more than 750 at the event,** which raised \$80,000 to support mental health efforts for El Paso.



CENTRAL TEXAS FOOD BANK

Superior employees spent an afternoon in late 2022 at Central Texas Food Bank in Austin, helping **sort thousands of pounds of strawberries to give to families in need**. Nearly 30 employees volunteered as part of the effort, making an impact in the Austin area. Each year, Superior employees are proud to volunteer their time at the food bank.



UNITED WAY FOR GREATER AUSTIN

Superior teamed up with United Way for Greater Austin to identify a volunteer opportunity over the summer, **helping a local childcare organization update their garden and playground**. Employees helped paint gazebos and structures on the playground and were joined by other local volunteers who painted hopscotch squares and bike paths for the children of the center.



EMPLOYEE GIVING IN 2022

Over the course of 8 years, Superior employees have **donated \$1.8 million to Texas chapters of United Way** during the company's annual fundraising campaign. From supporting early education to providing food to low-income neighborhoods, these funds make a difference in the lives of Texans. Since 2019, at least 70% of employees participated in the campaign, demonstrating a commitment to supporting our neighbors in need.



EMPLOYEE IMPACT NETWORK

In 2022, Superior and Centene launched the Employee Impact Network (EIN), an initiative designed to **connect employees with community service opportunities**. This makes it easier for employees to find ways to volunteer and give back, helping support our neighbors in need. On top of that, all full-time employees have 8 hours of Community Impact Time available each year, a paid time off benefit employees may use during the workday.



superior
healthplan™

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