



# Creating a clearer path to better health.

Health equity strategy with Univera Healthcare





## We're advancing health equity for all of Western New York.

Every community should be a place where people can feel safe and have the opportunity to live their healthiest. But better health is still out of reach for many in WNY, due to a variety of systemic, socioeconomic, demographic and geographic factors, including racism and language barriers, discrimination for sexual orientation or gender identity, and social determinants like safe housing, education, job opportunities and more.

These barriers have a negative impact on people in the places we live – driving poorer health outcomes, higher rates of chronic illness and a greater risk of early death for members and their families. And they affect the places we work, too, as employers face increased spend, decreased employee satisfaction and productivity, and employee care deferral.

At Univera Healthcare, addressing these barriers starts with **engaging, educating and empowering our members**. With the right tools and support, they can see improvement in their daily lives, be more productive at work and contribute more to our incredible community. In short, when we increase access to high-quality, affordable health care, we help people live healthier, more secure lives.

**For us, that's what true health equity is all about.**

**80%** of health outcomes

are estimated to be impacted by Social Determinants of Health.<sup>1</sup>

Racial inequity often contributes to late diagnoses which can result in

**\$15B** in unnecessary spending.<sup>2</sup>

Populations with unmet needs lead to about

**\$42B** in lost productivity

for employers per year.<sup>3</sup>



# A team that's all-in on equity.

Surrounding members with the right support is an essential step in attaining health equity. With Univera Healthcare, your employees have access to a wide range of experts that can help them achieve better health and wellbeing, including:

1

## Health Equity team:

Comprised of senior Univera Healthcare leadership and dedicated analysts, our team works every day to address health disparities and advance health equity.

2

## Medical directors:

Our local full-time doctors work closely with our provider network to innovate treatments and improve quality of care.

3

## Care/case managers:

Registered nurses, licensed clinical behavioral health specialists and licensed social workers provide guidance and connect members with the support they need both within the health plan and the community.

4

## Workplace Wellbeing consultants:

Partner with employer groups to determine the programs and strategies that will be most effective for their unique needs.

5

## Community Investment & Partnership managers:

Deliver region-specific programs and partnerships to address the barriers that impact our members and communities.

6

## Provider network managers:

Ensure members have access to doctors, specialists and hospitals nearby or virtually, and advocate for better care quality and affordability.

7

## Customer experience managers:

Work to understand the unique challenges different members face and gain insights into how we can better support them.

8

## Customer care advocates:

Assist members and caregivers in finding answers and support quickly and efficiently, and include native Spanish speakers.

## Our expertise in action:

In 2024, we launched our **Health Equity Ambassadors Program** - an internal education program teaching the foundations of health equity, disparities, and history to internal staff. More than 100 staff have completed the program to date.

We launched a cross-functional **maternal health equity committee** to help us integrate maternal health equity best practices across our enterprise, and ensure improved health outcomes for mothers and children.





## Coordinating support for members' health.

We take an integrated approach to care, looking at all aspects of a member's wellbeing and meeting them where they are. By identifying the unique barriers they face and delivering the specific care, support and solutions they need to remove those barriers, we can help them live their healthiest life – physically, mentally and financially.

**We apply this strategy to health equity with the support of three main pillars:**

1

Engage

2

Educate

3

Empower

1

### Engaging members directly in their health

#### Care management on a more personal level

We complete a thorough assessment of members to identify their individual health needs and any barriers they may face. Instead of relying on generalized statistics or assumptions, we're able to truly get to know the people we serve, and provide them with more accurate care and personalized, one-on-one support and resources. **These include:**



#### Health plan resources

- Specialized condition-specific programs
- Self-service tools for anytime, anywhere support
- Connection to Univera Healthcare social workers, behavioral health specialists and other expert staff



#### Community-based organizations (CBOs)

- Transportation support
- Financial assistance programs
- Diaper banks
- Food banks
- Safe and affordable housing programs

In 2025, we partnered with

**645+** community-based organizations

providing support throughout Upstate New York.



## 2

### **Educating members and groups about their health care barriers**

Help for making positive changes at home – and at work



#### **Disease management**

Using claims data and predictive modeling, we identify at-risk members and provide them with tailored disease prevention and management support. This includes materials that educate them about the health risks associated with their specific conditions, as well as outbound dialer messages to help close gaps in care.



#### **Workplace Wellbeing**

Meanwhile, our Workplace Wellbeing consultants provide tailored support to employers by:

- Helping to address the specific needs of their employee population
- Helping to support safe work environments
- Implementing strategies that foster all aspects of wellbeing



# 3

## Empowering groups and members to feel their best

### Tools and resources for personal and community wellbeing

Members deserve to have health support no matter where they are. We make it a priority to provide self-service tools and resources that make information and care more accessible and affordable:

#### Telemedicine

Allows members to access a doctor from home, work or on the go when they can't get to their doctor's office. Available 24/7/365 via a smartphone, tablet or computer.

#### Wellframe® app

Helps members create a personalized care plan and receive confidential, text-based, one-on-one support from care managers using a smartphone or tablet.

#### Estimate Medical Costs tool

Helps members find the most affordable care for their needs, plan for out-of-pocket expenses and make informed decisions – all through an easy-to-use search tool.

#### Find a Provider tool

Removes barriers by allowing members to filter providers by location, gender, specialty, languages spoken, handicap accessibility, telehealth availability and more.

We also make community investments and partnerships a priority, allowing us to further improve access to care, promote optimal health and support organizations that share our mission:



#### Health and Wellness Awards

Support for programs that are conducting ongoing work to improve health and health outcomes.



#### Member and Community Health Improvement (MACHI) Grants

Multi-year, multi-partner grant initiatives aligned with HEDIS measures and other key data sources that drive meaningful clinical and social impact in the community.

In 2025, we granted

# \$1.2M

on Health and Wellness Awards.

(MACHI Grants)





### Health Equity Innovations Awards

Given to community-based programs across our service area that are working to improve the community's physical and mental health, reduce social disparities in health care, and ensure access to health care services.



### Corporate sponsorships and partnerships

Funding for events and activities that align with our mission of helping people lead healthier, more secure lives through access to high-quality, affordable health care.

In 2025, we provided

**\$593,070**

in funding to 27 nonprofit organizations throughout upstate New York.

(Health Equity Awards)

Through a partnership with March of Dimes, we offered **free training opportunities to local health care providers** to address racial bias in maternal health.

## Optimal health is good for everyone.

By making this strategy a part of the fabric of our organization, Univera Healthcare is helping create a community where everyone can be their healthiest. We're proud to assist members, employers and their families as they work toward health equity and all the benefits that come with it.

### For employer groups, that can mean:

- Decreased absenteeism as employees have fewer sick days and get access to better transportation, housing and child care.
- Increased productivity and elimination of excess medical costs, which can help grow bottom lines.
- More vibrant, safe work environments that attract new talent and help retain current workers.

### For employees and members, health equity can lead to:

- Better overall health management.
- Lower long-term health care costs.
- Greater satisfaction in both their personal and professional lives.





## Making a visible impact.

While health equity is something we can always work toward improving, we see our efforts pay off every day, right here in the place we call home. By engaging, educating and empowering our members, we leave them better equipped to identify and overcome barriers to better health and improve the communities where they live and work. Put it all together, and we're not just improving individual wellness – we're creating a brighter future for WNY as a whole.



Ready to learn more about what Univera Healthcare is doing to remove barriers for our members and the entire Western New York community?  
**Visit [UniveraForBusiness.com](https://UniveraForBusiness.com).**

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3. Ken Alltucker, "U.S. Doctor Shortage Worsens as Efforts to Recruit Black and Latino Students Stall," USA Today, June 26, 2020. [usatoday.com/story/news/health/2020/06/26/u-s-doctor-shortage-worsens-especially-black-and-latino-groups/3262561001/](https://usatoday.com/story/news/health/2020/06/26/u-s-doctor-shortage-worsens-especially-black-and-latino-groups/3262561001/)

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