

# In Reach

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AmeriHealth Caritas is one of the nation's leaders in health care solutions for those most in need. The company's fully integrated model of care helps improve health outcomes for individuals and families on Medicaid and Medicare, including those with dual eligibility, individuals who are aged, blind, and disabled, and those in need of long-term services and supports. Backed by two of the largest and most well-respected Blue companies, Independence Health Group and Blue Cross Blue Shield of Michigan, AmeriHealth Caritas has worked since 1983 to expand access to care for its members and to maximize value for health care providers, community organizations, and government stakeholders nationwide.

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## LEADOFF



## Widen the Lens

Health care must be about more than medicine. This idea is at the heart of our company's Next Generation Model of Care. Our approach—which I believe is the future of managed care—is built around a strategy and framework that address the whole person rather than health issues alone.

Our new model of care widens the lens to help our members and their caregivers overcome barriers created by social determinants of health: the conditions where people live, work and play that can create health risks and affect outcomes. As the cover story of this debut issue of *In Reach* makes clear, the increasing focus on social determinants by managed care organizations and providers alike has become a paradigm shift in how we think about and deliver health care.

We need to respond to what we see every day as we walk side by side with our members. They want responsibility for their own lives. They want to work and be fully engaged with their families and communities, and they want opportunities to attain a higher quality of life. Medicaid can be a path for these individuals to achieve the American dream, a dream to which we all aspire. By providing them with a more holistic managed care program, we can help members overcome health inequities to achieve maximum independence and thrive.

But *In Reach* isn't about AmeriHealth Caritas. Its goal is to spotlight important health care trends and emerging topics, including cost-effective and innovative solutions that help break down barriers to quality care. As you read the pages that follow, I hope the stories make clear that when compassion and innovation meet, a healthier future emerges and the American dream is *in reach* for everyone.

All the best,

Paul A. Tufano  
*Chairman and CEO*