Our Communities. Our Commitment. 2024 COMMUNITY IMPACT REPORT

Dry Meals

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WELCOME

Committed to Kansas Communities: Transforming Health, One Person at a Time

Sunflower Health Plan has proudly served Kansas since 2013, because this is our home. As fellow Kansans, we live and work alongside our members, providers and community partners—deeply invested in the well-being of our neighbors. More than a mission, our purpose is clear: to transform the health of the communities we serve, one person at a time.

None of this would be possible without our partnership with the State of Kansas. We are profoundly grateful to them for granting us the opportunity to continue providing high-quality care and support to Medicaid beneficiaries. The contract renewal, which took effect January 1, 2025, is not just a milestone—it is a testament to the trust placed in us by all those we serve.

Sunflower's commitment goes beyond addressing medical needs; we work to optimize the conditions in which people are born, grow, live, work and age that affect their health. This philosophy and our partners' confidence fuel our passion to innovate, advocate and improve health literacy, health parity, health outcomes and access to healthcare for every Kansan.

As you read this Community Impact Report, we hope you enjoy learning about the ongoing work we do for the people of the Sunflower State. We welcome your feedback and invite you to join us on our journey to foster healthier communities, strengthen partnerships and help every Kansan to thrive.

With gratitude,

Michael Stephens Sunflower Health Plan President & CEO

SUNFLOWER'S 2024 IMPACT AT-A-GLANCE

~ \$1 Million CONTRIBUTED BY SUNFLOWER

To community organizations, events, and initiatives in 2024.

1,600+ MEMBERS SERVED

With Farmers Market Voucher Program.

\$16,563 GIVEN TO LOCAL PRODUCE GROWERS Across 10 markets in Kansas. KanCare | sunflower health plan.

105 COUNTIES COVERED ACROSS THE STATE OF KANSAS.



91 COUNTIES COVERED ACROSS THE STATE OF KANSAS.

wellcare ^{By}allwell.

47 COUNTIES COVERED ACROSS THE STATE OF KANSAS. **32,671** Sunflower members have

Since 2023

completed SDoH screens.

236,677 MEMBERS*

PROVIDERS **16,791** INCLUSIVE-FOR-ALL MEDICAL PROVIDERS

HOSPITALS

128 MEDICARE 189 MEDICAID

109 exchange

There are 500+ Sunflower and corporate employees in the State of Kansas.

*As of December 2024

GIVING BACK

Sunflower Health Plan is proud to support the communities we serve by investing in organizations that improve health, well-being and quality of life for Kansans. Over the past 10 years, we have partnered with **300+** organizations across the state, providing **more than \$2 million** in sponsorships. These contributions help address critical needs such as **food access**, **transportation, employment, housing and access to care**.

Organizations Supported in 2024

Sunflower is honored to collaborate with organizations across Kansas to drive meaningful change. Our community partnerships include:

- ACH Child and Family Services
- Adventure Dental & Vision
- Association of Community Mental Health Centers of Kansas, Inc
- Autism Society (Heartland)
- Barton Co. Health Dept.
- Boys & Girls Club of Topeka
- Celebration Community Church (Night to Shine)
- Cowley Co. Health Dept.
- Community Care Network
- Community Health
 Centers of SEK
- Family Service and Guidance Center of Topeka, Inc
- Fountain of Life KC
- Genesis Family Health
 Center
- GraceMed Health Clinic
- Grant Co. Health Dept.
- Harvesters Food Bank
- Hays Larks Baseball
 Association
- Health Partnership Clinic
- Healthcore Clinic
- Heartland Community
 Health Center

- Holton Community Hospital
- Immunize Kansas
 Coalition
- Interhab
- JCDS
- Junior Achievement of Kansas and Greater Kansas City
- Kansas Adult Care Executives
- Kansas Children's
 Discovery Center
- Kansas Food Bank
- Kansas Health Care
 Association
- Kansas Health Matters
- Kansas Home Care & Hospice Association
- Kansas Hospital
 Association/Healthworks
- Kansas Medical Group Management Association
- Kansas Pharmacists
 Association
- Kansas University
 Endowment Association
- Kansas Youth
 Empowerment Academy
- KidsTLC
- KVC Kansas

- McPherson Co. Health
 Dept.
- Mental Health Association
 of South Central Kansas
- Mental Health KC
- National Alliance on Mental Illness Kansas, Inc
- Oral Health Kansas
- Project HOPE
- Reno Co. Health Dept.
- Riley Co. Health Dept.
- Safe Kids Kansas
- Sedgwick Co. Health Dept.
- Self-Advocates of Kansas (SACK)
- TOP Learning Center
- Vibrant Health Wyandotte County

Sunflower employees competed about



of volunteer service in 2024.

2024 SUNFLOWER EVENT MAP

	to 53	2.8K L DON comm	ATIONS unity-b											
81 TOTAL EVENTS across all Kansas counties.									••	•				
						 Child Health FQHC HCBS Health Awareness Health Parity 			 Health Policy/ Legislation HEDIS/Care Gaps LTSS Maternal/Child Health 			 Mental Health SDOH Workforce Development 		
		•	•	•	•	•	•	•		•				
Barton					1			2	1		1	1		
Cheroke	е											1		
Cowley					2			2						
Douglas			1	2	2	2	7	5	3	1	1	3	1	
Ellis					2			2						
Finney			1		1			2						
Jackson		1			1		1	2					2	
Johnson			2	1	6		2	2	2		1	2	1	
Lyon					2			2						
Reno					1			2						
Saline					1			2				1		
Sedgwic	k		2		9		1	3		1		2		
Shawnee	e				2	1	1	2	2		1			
Wyando	tte	1		1	3	5		2					1	

EVENTS HIGHLIGHTS

HEALTH PARTNERSHIP CLINIC CHILDREN'S HEALTH DAY

Counties: Johnson

Children's Health Day provided affordable checkups, physicals, immunizations and more, with special guests and giveaways, ahead of the school year.

FARMERS MARKETS

Counties: Saline, Sedgwick, Douglas, Johnson, Cherokee

Farmers Markets in Kansas offered Sunflower members \$10 vouchers for produce, promoting healthy living and community connections throughout the summer.

FD DANDRIDGE - KANSAS STATE FAIR

Counties: Reno

Collaborative relationship with Wichita WellCare broker.

HABITAT FOR HUMANITY RIVERFEST BUILD Counties: Sedgwick

At Wichita's Riverfest, Sunflower Health Plan members assist Habitat for Humanity in building a home, learning framing skills while supporting a family in need.

INTERHAB POWERUP CONFERENCE

Counties: Douglas

Interhab's annual conference educated and empowered professionals supporting Kansans with intellectual and developmental disabilities through keynote speeches, breakout sessions and networking opportunities.

KMOM-DENTAL EVENT-TOPEKA

Counties: Douglas

The KMOM free dental clinic has served more than 30,000 Kansans, offering cleanings, fillings and extractions provided by volunteer dental professionals at no charge.

KIDS TLC

Counties: Johnson

Kids TLC in Olathe, Kansas, supports children facing mental and behavioral health challenges, autism and trauma, offering resources and programs while collaborating with families.

KS CHILDREN'S DISCOVERY CENTER

Counties: Douglas

In 2022, Sunflower Health Plan partnered with the Kansas Children's Discovery Center to provide underserved children in Dodge City and Nicodemus with a free, educational mobile museum experience.

KS MENTAL HEALTH ADVOCACY DAY

Counties: Douglas

Held at the Kansas State Capitol, this event connects mental health advocates with legislators to discuss policy issues, featuring educational resources, an outdoor rally, lunch and social activities.

LARKS BASEBALL ASSOCIATION

Counties: Ellis

The Hays Larks' June 17 game, sponsored by Sunflower Health Plan, featured Stand Up 2 Cancer night, supporting the community and member engagement.

ROYALE COHESIVE NETWORK - 913 DAY

Counties: Wyandotte

913 Day celebrates Wyandotte County with food, sales, entertainment and Royale Cohesive Network promoting growth and development.

SAFE KIDS AT THE ZOO

Counties: Douglas

This event allowed families to explore the zoo while enjoying games and entertainment, providing helmets for the first 500 children and educating on injury prevention and safety.

VIBRANT HEALTH - A VIBRANT NIGHT GALA Counties: Wyandotte

The Vibrant Night Gala featured cocktails, dinner, a live auction and a presentation, raising funds to support medical and health services at Vibrant Health clinics in Wyandotte County.

YES, SHE CAN CONFERENCE

Counties: Wyandotte

The Yes She Can! Conference empowers Wyandotte County women to discover their passions and redefine their goals through activities, learning opportunities and a keynote speaker.

Supporting Kansans Through Community Engagement

Sunflower Health Plan is committed to ensuring all members receive **high-quality**, **equitable healthcare**. We are proud to maintain **NCQA's Health Equity Accreditation**, a recognition that underscores our efforts to eliminate health disparities and improve health outcomes for all Kansans.

The NCQA Health Equity Accreditation provides a framework for healthcare organizations to integrate equity-focused practices into their services. Sunflower continues to identify gaps, implement solutions and **advocate for accessible care** to support the varied needs of our members across Kansas.

Member Advisory Committee

Sunflower actively engages with members to improve healthcare services and build trust between consumers and providers. Our **Member Advisory Committee (MAC)** serves as a platform for members to share their experiences, offer feedback and voice concerns about healthcare delivery.

- Participation in Sunflower's MAC more than doubled in the past year!
- 33 members attended MAC meetings in 2024, sharing valuable insights and helping shape programs and policies that impact Kansas communities.

Through engagement, education and incentives, Sunflower is building a culture of proactive, member-driven healthcare.

Rural Health Initiatives

Sunflower is dedicated to **reducing** healthcare disparities in rural communities by meeting members where they are. Our mobile vision van plays a key role in delivering essential healthcare services to rural populations, ensuring they receive timely and quality care.

In 2024, our rural health initiatives included community health events across Kansas, providing vision screenings, free prescription glasses, fresh produce, along with other clinical and social services.

We conducted a total of **391** vision screenings:

- Q1, Holton, KS 33
- Q2, Great Bend, KS 158
- Q3, Garden City, KS 109
- Q4, Pittsburg, KS 91



Supporting Kansas Moms

Sunflower Health Plan is dedicated to improving the whole health of expectant mothers by reducing barriers to **healthy pregnancies and safe deliveries**. Through the **Start Smart for Your Baby (Start Smart) program**, Sunflower provides **personalized support, education, and access to essential resources** to promote maternal and infant well-being.

In 2024, the Start Smart program strengthened its ability to identify and support high-risk pregnancies while expanding education and care coordination efforts. These updates ensure that expectant mothers receive timely, high-quality care throughout pregnancy and postpartum.

Through Start Smart, Sunflower connects members with:

- **Care Managers:** Nurses who help coordinate prenatal, postpartum, and newborn care.
- Educational resources on car seat safety, nutrition and healthy pregnancy habits.
- Women, Infants and Children (WIC) to ensure proper maternal and infant nutrition.

By investing in maternal health, Sunflower is helping Kansas mothers experience healthier pregnancies, better birth outcomes, and stronger starts for their babies.



Start Smart Impact in 2024:

- **3.82% Decrease** in Neonatal Intensive Care Unit (NICU) admissions from 2022 (20.10%) to 2024 (16.68%), reflecting improved prenatal and newborn care.
- **379** pregnant members actively engaged in care management, receiving personalized health support and coordination of medical, behavioral and social services.
- 1,237 members completed a Notification of Pregnancy (NOP), allowing Sunflower to identify and assist expectant mothers earlier in their pregnancy journey.
- **304** members completed an NOP and engaged in care management, ensuring a proactive, hands-on approach to maternal-health needs.

GED and Workforce Support

Sunflower Health Plan's **GROW (GED, Rides, Opportunities, and Work) program** supports members in their **educational and employment goals** by providing GED test vouchers, transportation assistance, and job referrals.

- 2023: 33 GED vouchers issued, with 10 individuals successfully earning their GED
- 2024 (Jan-Nov): 32 GED vouchers issued, with 9 individuals earning their GED
- Employment referrals:
 - 2023: 653 individuals received job placement assistance
 - 2024 (Jan-Nov): 777 individuals received employment resources

Transportation: Expanding Access to Care and Community Engagement

In addition to **non-emergency medical transportation**, Sunflower Health Plan provides:

- Job interview and job fair transportation
- WIC appointment transportation for new mothers and children
- Social transportation benefits for Frail Elderly (FE) and Physical Disability (PD) waiver members (up to three round trips per year for community events)
- Mileage reimbursement for members using their own drivers

Project SEARCH: Bridging Education and Employment

Sunflower Health Plan serves as the Statewide Coordinator for Project SEARCH, an international workforce transition program that helps young adults move from education to employment.

- Participants complete a 9-month program within a host business, gaining soft skills and hands-on experience through three internship rotations.
- Project SEARCH originated at Cincinnati Children's Hospital and has since expanded globally.
- There are currently 14 active programs in Kansas, helping young adults build careers and achieve long-term employment success.

Community Access & Nursing Facility Transitions

Sunflower Health Plan collaborates with local providers to help members **transition from nursing facilities back into the community**, ensuring they receive the necessary resources for a **successful and independent life**.

- 2023: 311 individuals transitioned back into the community
- 2024 (Jan–Nov): 268 individuals successfully transitioned



Member Days at Farmers Markets

Since **2016**, Sunflower Health Plan has partnered with **local Kansas farmers markets** to educate members on the importance of **healthy eating** and increase access to **fresh**, **locally grown produce**. Now in its eighth year, the **Farmers Market Voucher Program** continues to promote **healthier lifestyles** while **supporting local growers** and their communities.

Through partnerships with nearly a dozen community farmers markets across the state, Sunflower hosts "**Member Days**" where members receive fresh produce vouchers and engage with Sunflower team members to learn about nutrition, wellness, and preventive healthcare.

2024 Farmers Market Impact

- **More than 1,600** members and families received vouchers to purchase fresh fruits and vegetables.
- **\$16,563 in vouchers redeemed**, directly benefiting local farmers and growers.

Sunflower team members distribute **\$10 produce vouchers** at each event, providing an opportunity to discuss **healthy eating habits, disease prevention and the importance of regular primary care check-ups**.

The Farmers Market Voucher Program also plays a crucial role in **boosting local economies**. Many **Member Days** double the traffic at participating vendor booths, **increasing both engagement and income for local growers**.

By continuing to invest in community partnerships, nutrition education, and local agriculture,

Sunflower Health Plan is helping Kansans make healthier choices while strengthening the economic vitality of local farmers.

Through health parity initiatives, Sunflower Health Plan remains dedicated to improving lives, expanding access and eliminating barriers to care for all Kansans.

PROJECT ECHO PEER LEARNING INITIATIVE

Expanding Knowledge, Strengthening Care

At Sunflower Health Plan, we believe that knowledge transforms lives. That belief fuels our commitment to **Project ECHO**, a model of guided learning that brings healthcare professionals together to share expertise, solve real-world challenges and strengthen care for Kansas communities.

Since becoming a Project ECHO hub site in 2019, Sunflower has empowered hundreds of providers with focused training and casebased learning opportunities. Each session is designed not just to educate, but to equip professionals with the tools to create lasting change in the lives of those they serve.

Tackling Pressing & Current Healthcare Issues

In 2024, Project ECHO examined some of the most persistent healthcare issues, like the ones below. Through these sessions, providers gained critical insights and practical strategies to improve care coordination, enhance patient outcomes, and break down barriers to access.

 Breaking Down Barriers Through Collaboration - True healthcare transformation happens when organizations work together. Through interagency collaboration, professionals joined forces to navigate complex systems and ensure individuals receive the support they need.

- Strengthening Behavioral Health Support for Kansas Youth - The need for youth behavioral health services continues to grow, and Project ECHO delivered key training sessions to equip providers with the tools to meet the demand.
- Advancing Health Parity Across Kansas - Parity is at the foundation of Sunflower's mission. Through Project ECHO's health parity sessions, providers were empowered to close gaps in care.

Building a Stronger Future for Kansas Healthcare

Behind each of these topics are dozens of healthcare professional empowered with new knowledge, a patient receiving better care and a community growing stronger.

Through Project ECHO, Sunflower is investing in the future of Kansas healthcare. By bridging expertise with action, we partner with providers to overcome the challenges of modern healthcare and help Kansans access the high-quality care they deserve.



DEDICATED TO OUR MEMBERS

At Sunflower Health Plan, we are more than a health plan—we are a **partner in care, an advocate for independence, and a champion for brighter futures**. Every day, we work alongside our members, providers, and community organizations to ensure **Kansans of all ages and abilities** receive the support they need to thrive.

Specialty Expertise

For over a decade, Sunflower Health Plan has been a trusted leader in coordinated care, with 12,000+ Kansans in Long-Term Services and Supports (LTSS) programs choosing Sunflower as their managed care organization (MCO). Our commitment to innovation, person-centered care, and strong community partnerships sets us apart as the provider of choice for those with complex health needs.

> LTSS Care Management Satisfaction Rate:

95% or better for 7 consecutive years!

Long-Term Services & Supports (LTSS): Empowering Independence

For individuals needing **long-term care**, finding a path to **independence and stability** is not just a goal—it's a journey. Since 2013, Sunflower Health Plan has helped seniors, children, and adults with disabilities **live with dignity, autonomy, and the support they need**.

We believe care should be as unique as the individuals we serve. That's why our dedicated care management team, trained in **person-centered thinking** principles, works one-on-one with members to create personalized care plans. Whether assisting someone in transitioning back into their home, providing access to specialized medical equipment, or connecting members with community-based supports, we remain steadfast in our mission to support independent living.

Through partnerships with Centers for Independent Living and other service providers, we help members:

- Transition from institutional settings into their communities.
- Self-direct their care and maintain control over their services.
- Find the right combination of medical and community-based resources.

DEDICATED TO OUR MEMBERS

MCO of Choice: Creating Pathways to Opportunities & Success

For people with **intellectual and developmental disabilities (IDD)**, having the right support system can mean the difference between living in isolation or **thriving in the community**. Sunflower Health Plan has led the way in developing innovative care models that put members with IDD at the center of their care.

Through alternative payment models, we are helping IDD providers **expand employment opportunities, improve service access and enhance quality of life** for members with highrisk or challenging behaviors.

But support goes beyond just healthcare—it's about **building communities where individuals with disabilities can truly belong**. Sunflower proudly sponsors and participates in:

- The Self-Advocacy Coalition of Kansas Conference, where people with disabilities can amplify their voices.
- The Autism Society of the Heartland Resource Fair, offering vital education and connections.
- Disability Mentoring Days, fostering employment opportunities for young adults.

We have also advanced the **Shared Living Model**, which provides a more **personalized**, **home-like approach to residential care** for individuals with IDD and autism.

53% of KanCare members on the IDD waiver who receive Home and Community-Based Services (HCBS) have chosen Sunflower as their MCO because we go beyond healthcare to create real opportunities.



DEDICATED TO OUR MEMBERS

Foster Care Expertise: Supporting Children, Families & Futures

Every child deserves to grow up in a safe, supportive environment, yet children in foster care often face challenges that extend far beyond medical needs. At Sunflower, we recognize that stability, trust and advocacy are essential to changing outcomes and shaping brighter futures.

Our dedicated foster care case management team serves approximately 6,300 children in:

- Foster care
- Aged-out foster care
- Adoption support

Many of these children face mental health challenges, frequent transitions and uncertainty about their future. That's why our care managers come from backgrounds in **community mental health, Serious Emotional Disturbance (SED) waiver services and child welfare**, bringing a **deep understanding of trauma-informed care** to every interaction.

We provide each foster care agency with a dedicated care manager, creating a direct line of communication and support between agencies and Sunflower. This collaborative approach strengthens partnerships, ensures children receive timely services and provides families with the guidance and resources they need.

At Sunflower Health Plan, we don't just manage care—we invest in futures.



ENCOURAGING HEALTH & WELLNESS THROUGH REWARDS AND SUPPORT

My health pays: Rewarding Healthy Choices

Sunflower Health Plan believes that **small**, **healthy choices lead to big changes**—and through the **My Health Pays® program**, we help members take charge of their health while easing financial burdens.

- Members have used these rewards to help pay for utilities, transportation, phone service, childcare, education and rent proving that healthcare incentives can directly improve quality of life.
- Nearly 77% of Sunflower members have active My Health Pays accounts, illustrating that our members are engaged and proactive about their health!

By encouraging preventive care and healthy behaviors, My Health Pays is helping Kansans build healthier futures—one reward at a time.



26,000+ REWARDS FOR WELL-CHILD VISITS at \$10 for infants and \$15 for children ages 2-20.

5

44,000+ REWARDS CARDS

distributed to Sunflower members in 2024. In the past five years ...

20% Improvement IN POSTPARTUM CARE RATE

14% Improvement IN DIABETES CARE RATE

Improving Health Outcomes through Creative Outreach

Providing whole-person care is one Sunflower's core principles.

That's why we've developed a wide range of creative initiatives encourage our members to monitor their health and access needed care.

Sunflower's Quality Improvement team is vigilant about our members' health needs, working to ensure they receive timely, comprehensive care. These efforts directly contribute to improved outcomes and are reflected in key quality measures, such as lead screening and well-child visits.

Using member-preferred communication channels, popular incentives and engaging health events, Sunflower is helping to improve the lives of Kansans.

ENCOURAGING HEALTH & WELLNESS THROUGH REWARDS AND SUPPORT



Shoes for Shots Vaccine Program

The **Shoes for Shots** program is a fun and rewarding way to encourage young people to take care of their health by getting vaccinated.

In 2024, adolescents aged 11-12 who received their second dose of the HPV vaccine earned a new pair of shoes as a reward. This initiative is about making sure our community stays healthy, and through partnerships with over a dozen local health organizations, Sunflower has awarded 162 pairs of shoes to young people who completed their vaccinations.

By offering a pair of shoes as an incentive, Sunflower aims to motivate families to prioritize important health services like vaccinations, helping to keep our future generations safe and protected.

Healthy Solutions for Life: Guiding Members Toward Better Health

Managing chronic conditions can be overwhelming, but with the right education, support, and coaching, members can take control of their health. Sunflower's Healthy Solutions for Life program provides **evidence-based, personalized health coaching** to help members overcome barriers, follow recommended screenings and adopt healthier lifestyles.

Targeted support for members with:

- Respiratory conditions (such as asthma and COPD)
- Cardiac conditions (such as hypertension and heart disease)
- Diabetes management

Lifestyle coaching programs help members with:

- Tobacco cessation
- Stress management
- Nutrition and weight management
- Physical activity and exercise planning

In early 2024, approximately **270** Sunflower members were actively engaged in Healthy Solutions for Life, receiving specialized coaching and access to resources that improve **long-term health outcomes**.

SUNFLOWER INNOVATES



Addressing Imbalances in Kansas Healthcare Workforce

Sunflower partnered with the Kansas Nursing Workforce Center at the University of Kansas School of Nursing in February to address shortages in healthcare workforce staff, especially in rural areas where services can be difficult to access. The partnership includes a **\$500,000 grant** to build a centralized data collection and exchange system and aims to increase career opportunities for Kansans and help providers recruit staff.

Supporting Opportunities for Kansans with Disabilities

In January, Sunflower awarded a \$390,000 grant to Living Arrangements for the Developmentally Disabled (LADD) to bring the Smart Living Model to Kansans with intellectual and developmental disabilities (IDD). LADD's Smart Living Model uses technology and training to increase independence and promote high quality care.



Read more at www.sunflowerhealthplan.com/newsroom.html

SUNFLOWER IN THE COMMUNITY



For Sunflower employees, volunteering is more than just a way to give back—it's a chance to grow, connect and lead with purpose. We encourage our team members to get involved in causes they care about, and we support them with paid volunteer time and companysponsored initiatives. These experiences foster teamwork, empathy, and a shared sense of pride in the work we do both inside and outside the office.







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