

# The Wholecare COMMUNICATOR



AUGUST  
2022

Welcome to the latest edition of The Wholecare Communicator, a quarterly newsletter published by Highmark Wholecare, formerly Gateway Health, to inform you of important health care happenings at the community level. Each quarter, we will highlight key issues and dynamics affecting our most vulnerable citizens within their communities throughout the Commonwealth, and the efforts being made to improve lives.



## Meg Snead Visits Highmark Wholecare

In April, Highmark Wholecare and Highmark Health leadership hosted Pennsylvania's Department of Human Services' (DHS) Acting Secretary, Meg Snead, in Pittsburgh to discuss our continued focus on addressing social determinants of health.

Studies show that 80% of an individual's overall health status is determined by non-clinical factors, including, but not limited to, education, housing, food insecurity and employment. As we connect our plan members with community-based resources that appropriately address these and other non-clinical influencers of health, we aim to lower their overall health care cost trajectory. At Highmark Wholecare, quality is the pathway to fiscal responsibility.



## \$300,000 Awarded to Front Line Nonprofits



Leaders from Highmark Wholecare joined with area nonprofits and elected officials on June 27 at Tri County Community Action to present more than \$300,000 in "whole health" grants that will immediately support the communities' most pressing needs. The donations will be distributed amongst seven Central Pennsylvania nonprofits that will use the funds to connect vulnerable seniors and low-income populations to resources like fresh food, childcare and housing.



## PA HealthChoices Transition Approaches

Pennsylvania's Department of Human Services (DHS) will implement its new physical health (PH) HealthChoices agreement on Sept. 1.

As a result, more than 500,000 Pennsylvanians enrolled in Aetna Better Health or UnitedHealthcare's Medicaid PH managed care organization (MCO) will need to select a new Medicaid PH-MCO by Aug. 16. Individuals who don't select a new Medicaid PH-MCO by then will be auto-assigned a new Medicaid PH-MCO on Aug. 17 for a Sept. 1 effective date. Highmark Wholecare is highly poised to serve those who select or are auto-assigned to our Medicaid PH-MCO as their health plan.

Self-selection of a new Medicaid PH-MCO can be done in the following ways:

Enrollment **online** at: <https://www.enrollnow.net/enroll>

Enrollment by **phone**: 1-800-440-3989 (TTY: 1-800-618-4225)  
Hours: Monday through Friday, 8 a.m. to 6 p.m.  
(Customer service offered in multiple languages)

Download the **PA Enrollment Services mobile app** (via the Apple App Store and Google Play)

Enrollment by **mail** – completed enrollment forms must be received by Aug. 16

Enrollment Mailing Address

PA Enrollment Services

P.O. Box 61077

Harrisburg, PA 17106



## Highmark Wholecare Receives Amigo Award



Highmark Wholecare is proud to receive Centro Hispano's 2022 Amigo Award for our service and commitment to Centro Hispano and Berks County. Ellen Duffield, Highmark Wholecare President and CEO, accepted the award at Centro Hispano's 2022 Amigo Award Gala on June 24.

Centro Hispano is a long-standing pillar of Greater Reading that addresses many of the social determinants of health that Highmark Wholecare finds important. Our La Conexion initiative is an ongoing partnership with Centro Hispano and Tower Health that serves the needs of the Hispanic community in a welcoming manner.



## Celebrating Juneteenth

This June, Highmark Wholecare sponsored, supported and volunteered at Juneteenth celebrations across the state ... from western Pennsylvania clear through to Harrisburg, York, Lehigh Valley and Lancaster. We will continue to actively promote activities like Juneteenth that enrich the diversity of the communities where we work, live and support our members.



Across Highmark Wholecare and the broader Highmark Health enterprise, diversity and inclusion are an integral part of our organization, and celebrating the whole of humanity — our diverse abilities, races and ethnicities, generations, orientations, genders, cultures, religions, classes, educations and experiences — allows us to create a more fair, equitable, healthy and high-performing corporate culture.



## Providing Support for Seniors

Highmark Wholecare recently participated in two events for seniors addressing key health and lifestyle issues.



In recognition of National Mental Health Month in May, Senior Community Engagement Specialist Diana Escalante facilitated a discussion at the Lancaster Housing Authority Farnum Senior Apartments. She invited participants to talk about triggers that cause stress and the ways they cope with stress. Twenty residents participated in the activity.



In June, Highmark Wholecare kicked off the Healthy Steps Walking Program in partnership with the Harrisburg Housing Authority and Latino Connection. The Healthy Steps Walking Program is a 12-week program encouraging all individuals, but especially seniors and minorities, to be intentional about improving their habits to live a healthy lifestyle during the summer months by taking a daily walk, making smart eating choices and addressing health issues promptly.

As part of the program, Highmark Wholecare will host seven engagement events at various locations within the Harrisburg Housing Authority. These events will include giveaways, education, healthy eating demonstrations and healthy living tips.



## Upcoming Events

- 8/13 **City of York Back to School Event**  
<https://www.yorkcity.org/york-city-united-back-to-school-resource-fair/>
- 8/20 **Dauphin County Cultural Fest**  
[https://www.dauphincounty.org/government/departments/parks\\_and\\_recreation/festivals\\_and\\_special\\_events/cultural\\_fest.php](https://www.dauphincounty.org/government/departments/parks_and_recreation/festivals_and_special_events/cultural_fest.php)
- 8/21 **Lehigh Valley Pride**  
<https://www.bradburysullivancenter.org/pride>



## Team Member Spotlight



### DIANA ESCALANTE

**Title:** Senior Community Engagement Specialist

**Service Area:** Central

**What you love about your job:** What I love most about my job is the opportunity to interact with community members and organizations to be part of the change that's most needed in our communities, thus contributing to a larger purpose.



### ADRIA LABOY

**Title:** Community Engagement Specialist

**Service Area:** Lehigh-Capital

**What you love about your job:** I love that my job gives me the opportunity to help others. If someone has benefitted from support, information or resources that I have provided then I'm doing a good job!



## We Are Here for You

**Communication is a two-way street so we want to hear from you!** If you have suggestions on how we may improve this newsletter, constituency matters warranting attention or questions regarding our legislative priorities, please contact:

Karen Rollins-Fitch, Manager of Local Government and Community Affairs, at **412-327-3815** or [krollins-fitch@HighmarkWholesale.com](mailto:krollins-fitch@HighmarkWholesale.com)

Joe Glinka, Government Affairs Director, at **412-255-1336** or [jglinka@HighmarkWholesale.com](mailto:jglinka@HighmarkWholesale.com)

*Disclaimer: Health benefits or health benefit administration may be provided by or through Highmark Wholecare, coverage by Gateway Health Plan, an independent licensee of the Blue Cross and Blue Shield Association ("Highmark Wholecare").*