

# 2024



**sunshine health™**

## Community Investment Report



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# Welcome

## A Message from Charlene Zein, Sunshine Health President and CEO



Sunshine Health remains committed to serving Florida with innovation and compassion, even after our state and communities faced unexpected challenges that tested our resilience in 2024. I am deeply grateful for the dedication of our team and the trust of the **2.5 million Floridians** we serve.

Together, we expanded access to care, strengthened partnerships and developed solutions that make a meaningful difference including:

- Improving **well-child screenings by over 30 percent between 2023 and 2024** in our Child Welfare population, ensuring more children receive essential preventive care.
- Rewarding providers for delivering high-quality care. **Over 60 percent of our value-based providers received bonuses in 2024 — totaling more than \$20 million in payments tied to quality performance.**
- Leveraging **Vendor-Based Contracts**, we collaborated with partners to engage members in meaningful ways. **CityBlock**, for example, worked with **nearly 6,000 members**, reaching **close to 60 percent** to provide essential care and support and **scheduling 7,500 visits**.
- Improving birth outcomes through programs like **Start Smart for Your Baby®**, fueled by a **17 percent increase in deliveries with a Notice of Pregnancy**. Our efforts to support healthier deliveries also contributed to an **8 percent overall reduction in C-sections from 2019 to 2022**.
- Helping aging Floridians remain in their communities, including moving **16,000 enrollees from institutional settings since 2013** and achieving a **92.1 percent member satisfaction rate** in our Long-Term Care program in 2024.
- Reducing **Baker Act admissions and readmissions** year over year through targeted interventions and programs to engage members in behavioral health services.

These achievements reflect the power of collaboration and our shared mission to transform lives. Thank you for being part of this journey.

A handwritten signature in black ink, appearing to read 'C. Zein', located below the main text block.

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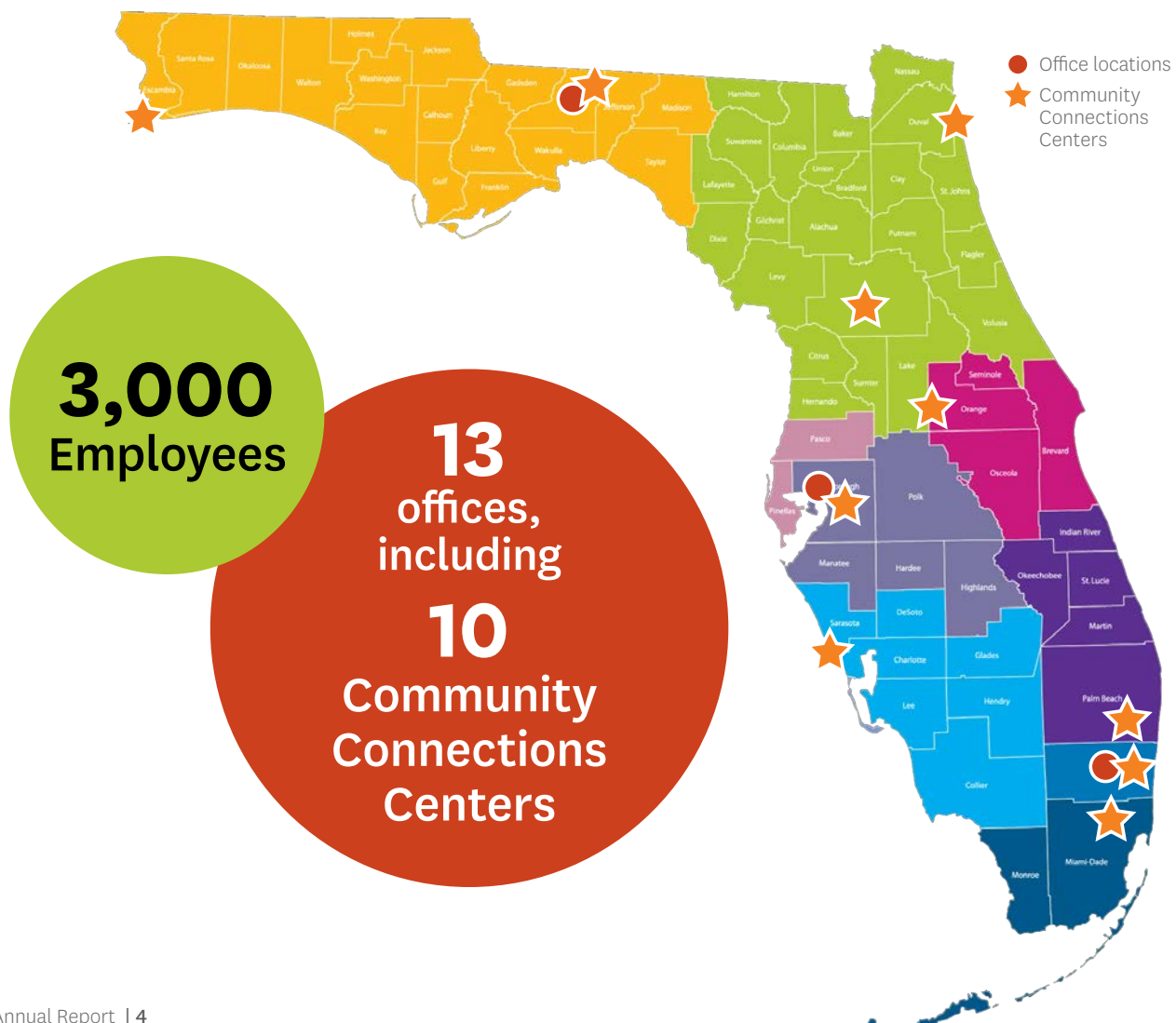
*Charlene Zein has dedicated nearly 20 years of her career to healthcare, using her experience to improve access to care and enhance outcomes. Since joining Sunshine Health in 2019, she has held key leadership positions, resulting in her appointment as President and CEO in 2024.*

# Our Company. Our Commitment.

**2.5 million**  
members statewide

**200,000**  
Providers  
in our network

**2,500**  
Care Management staff  
supporting our members



# Our Plans

Sunshine Health provides healthcare coverage through eight lines of business designed to help some of the most vulnerable people in Florida. These products include:



## Sunshine Health Medicaid Products Offered Statewide:

- **Managed Medical Assistance:** helps low-income Florida residents get the healthcare they need, including children, pregnant women, seniors and people with disabilities. Eligibility depends on factors like income, age and medical needs.
- **Long Term Care:** provides physical and behavioral health services for people ages 18 and older who have complex health care needs.
- **Sunshine Health Pathways to Shine Specialty Plan:** a specialty product for children in or adopted from the Child Welfare System.
- **Sunshine Health Mindful Pathways Specialty Plan:** a specialty product designed to provide integrated medical and behavioral health services for people with serious mental illness.





## Ambetter Health

provides affordable healthcare coverage tailored for individuals and families. With a range of Marketplace insurance plans, Ambetter Health is designed for those who may not qualify for Medicaid or other government programs or lack employer-sponsored coverage. Members enjoy essential benefits, tools and resources to take control of their health.

Ambetter Health 2024 Coverage Area



## Wellcare

provides government-sponsored managed care services to families, children, seniors and people with complex medical needs through the Wellcare Medicare Advantage and Advantage Prescription Drug plans.



## Children's Medical Services Health Plan (CMS), Offered Statewide

a specialty health plan designed for children up to 21 years old who have complex medical and behavioral needs.

# Our Culture



## Service and Giving

We live our values through strong community involvement. In 2024, employees volunteered thousands of hours to address food insecurity, housing and education—contributing a total service value of \$214,695. Sunshine Health also matched \$28,417 in donations, supporting 522 nonprofits through paid volunteer time and donation matching.



## Employee Growth

Sunshine Health supports employee growth through development opportunities like Centene University, a training platform that builds skills for career advancement. By investing in learning, we empower our team to thrive and drive innovation in healthcare.



## Our Purpose

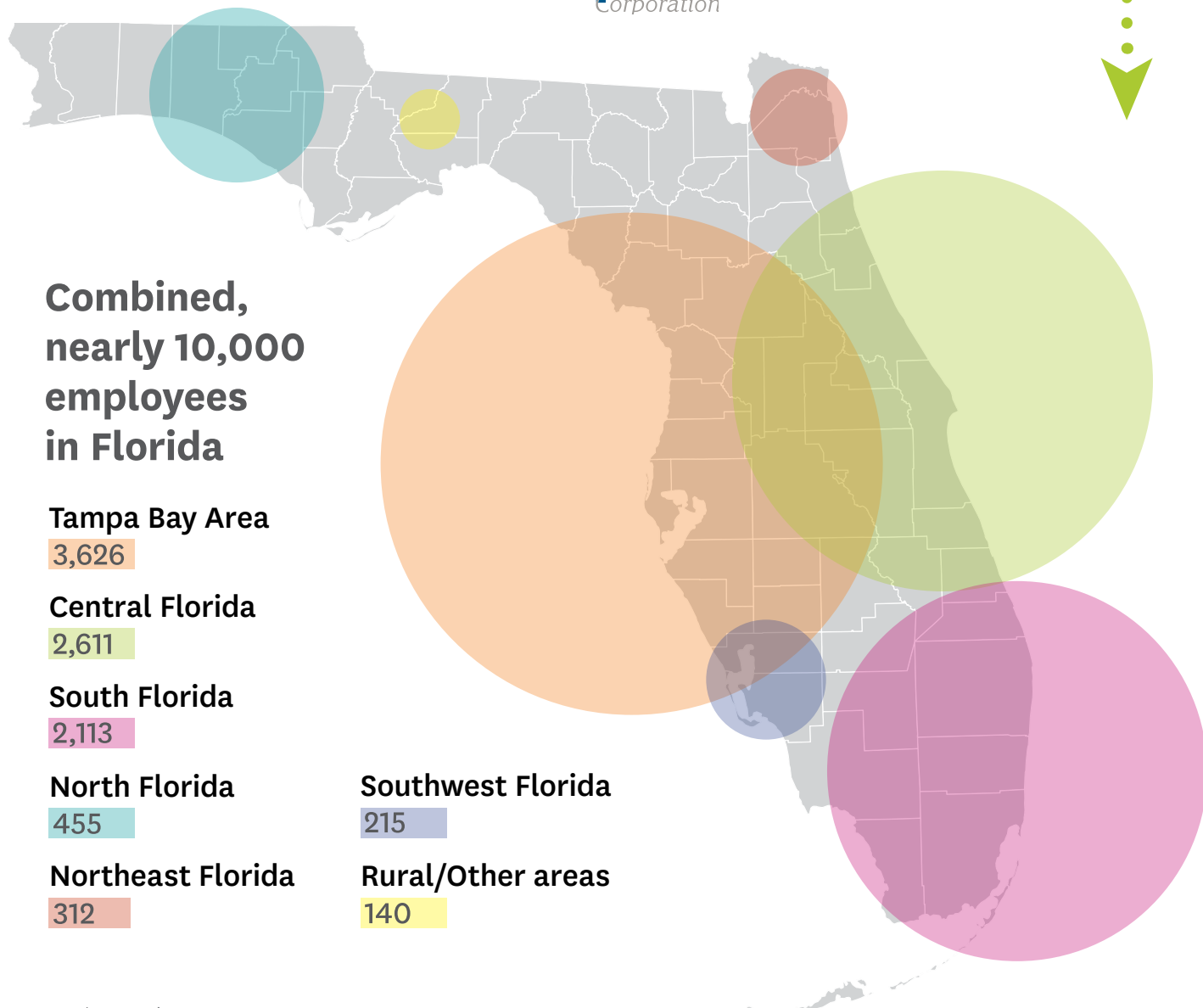
This dedication to community service and employee growth reflects Sunshine Health's broader commitment to caring for the whole person. Guided by our purpose to transform the health of the communities we serve, one person at a time, we strive to address not only physical health but also social and emotional well-being, creating lasting impacts for those we serve.



## Our People

Our team is comprised of diverse people with varying experiences and perspectives spanning across Florida and fostering a strong connection between our work and the communities we serve to create lasting impacts.

We are committed to equipping our employees with knowledge and tools to make a meaningful difference in the communities they serve. In 2024, we prioritized Human Trafficking and Trauma & Resilience Training for all employees, ensuring they are prepared to recognize, address and support people affected by these critical issues.



**Combined,  
nearly 10,000  
employees  
in Florida**

**Tampa Bay Area**

3,626

**Central Florida**

2,611

**South Florida**

2,113

**North Florida**

455

**Northeast Florida**

312

**Southwest Florida**

215

**Rural/Other areas**

140



# Making an Impact: 2024 in Review



**\$3.5M\***  
in  
sponsorships  
and grants  
awarded

**\$275,800**  
Community  
Connections  
grant dollars  
awarded

\*Includes Centene Foundation dollars awarded

## Awards

We're proud to have a team that works hard to make a difference. The recognition and awards we've received reflect that dedication and our ongoing commitment to the communities we serve.

### 2024



Julie Smythe VP of Child Welfare Programs  
(Florida Coalition for Children President's Award)



Florida Assisted Living Association  
(Champions of Innovation Award)



Chair of the Board, Dr. Nelson L. Adams III, M.D.  
(2024 Claude Pepper Thelma Gibson Community Service Award)



**NCQA Full Accreditation**  
since 2010



**LTSS Distinction**  
since 2020

### 2023

Florida Assisted Living Association Associate Member of the Year

Trauma and Resilience Organization Certification

### 2022

Florida Association of Community Health Centers award for Long-Standing Partnership and Improving Health Outcomes

### 2018

Florida Guardian Ad Litem Program "I Am for The Child" Award

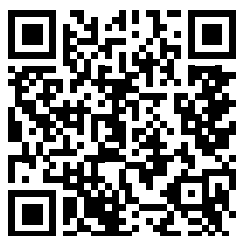
Florida Coalition for Children National Youth Advocate Program Corporate Partner of the Year Award

# Supporting Adolescent Mental Health

## Success Story: Isabella



Sunshine Health member Isabella came to live with her adoptive family after a traumatic childhood resulting in lasting mental health struggles. Watch how Isabella's Sunshine Health Pathway to Shine Specialty Plan Care Manager, Ivonne, was there every step of the way to support Isabella and her family as she transitioned into her new life and overcame her difficult situation.



For more of Isabella's story, watch the video at <https://youtu.be/hW9PDHCTpwU?feature=shared/> or scan this QR code.

# Sunshine Health in the Community



**9/11 Day:** On Sept. 11, team members in the Tampa area participated in a meal-packing initiative in partnership with 9/11 Day, a nonprofit founded to honor the victims, survivors, first responders and military members who selflessly served in response to the attacks.



## Water Safety

**Day:** Second graders learned water safety and emergency response April 24 at the University of West Florida's Aquatic Center. Sunshine Health and Water and Youth Safety Pensacola sponsored the free event to help prevent drowning, a leading cause of death among children under 14.

**1,067**  
Community  
Connections  
Center Events

**6,700**  
Members Reached  
Via Community  
Events

**700+**  
Community  
Partners

**7,450**  
Volunteer Hours  
By Employees  
Serving Our  
Communities





**Sickle Cell Disease Research Backpacks:** In late summer, Sunshine Health donated 50 backpacks to the Foundation for Sickle Cell Disease Research to support students in South Florida.



**3D Mammogram event with Mammolink in WPB:** Our Ambetter Health team hosted a 3D Mobile Mammography event in partnership with Mammolink at our Sunshine Health West Palm Beach Community Connections Center. Attendees interacted with community partners and received free breast cancer screenings.



**American Cancer Society:** Sunshine Health joined Making Strides for Breast Cancer walks in Jacksonville, Miami, Broward County, Orlando and Tampa during Breast Cancer Awareness Month. Team members showed their support for survivors, those with metastatic breast cancer, caregivers and families.





**Dec. 4, World AIDS Day (Ambetter and Source of Light and Hope):** In honor of World AIDS Day on Dec. 4, our Fort Myers Community Connections Center and Lee Health hosted an event where the community could receive free AIDS testing, information and services. Attendees also had the opportunity to purchase a \$5 bag to fill with as many items as they could fit from the CCC clothing closet.



**The annual Children's Holiday North event** at Miami Dade College North Campus attracts thousands of families with donated toys and entertainment. For the past decade, we have joined Ambetter, Stay Healthy Zone and the Miami Dolphins — including their cheerleaders, mascot and former player Terry Kirby.

# 10 Community Connections Centers

Our Community Centers anchor our 700+ community partnerships and programming. Here are some examples of events through those partnerships across the state.



Assist with credit repair and financial planning for low-income women



Offer six-week DEEP Diabetic classes for community and members



Host doula training classes



Provide workshops for high-risk pregnant women to assist with healthy birth outcomes



Hosts provider-led educational classes and workshops



Partnership to train home health aides



Back to school events for low-income families with economic hardships



Healthy Mothers, Healthy Babies  
Coalition of Palm Beach County

Provide prenatal yoga classes to assist with low-income families



Provide workshops for assisted living facility employees in Miami and throughout Florida to support HCBS and share best practices



Monthly food pantries operate at all CCCs

- Office locations
- ★ Community Connections Centers



# Stronger Together: Our Partners

We're grateful for the more than 700 community partners across Florida who joined us in 2024 to improve access to critical resources addressing Social Determinants of Health (SDOH) and Health-Related Social Needs (HRSN). Their work and shared insights help us better understand community needs and drive lasting improvements in health outcomes. Thanks to these dedicated partnerships, we made a meaningful impact together. Here's a look at some of what we accomplished in 2024.



[Healthy Start Miami-Dade](#) provided 973 services to our members, including a mobile crib program.



[Miracle of Love](#), serving those in central Florida with or at risk of HIV/AIDS, provided infant CPR and car seat safety training to 25 of our members.



[Diaper Bank for Northeast Florida](#) partnered with us to distribute 16,125 diapers to families from our Third Thursday Food Pantries in Jacksonville.



[New Town Success Zone](#) served 7 members in its Community Healing Arts program in Jacksonville.



The [DSR Public Health Foundation](#) provided tutoring services, healthy foods and hygiene kits to our members in Madison County 86 times.



The [Children's Home Network](#), serving Tampa Bay area children and families, named Sunshine Health their Volunteer Group of the Year in 2024.



**AMIs**

[AMIKids](#), serving child welfare youth in Pinellas and Pasco counties, provided 126 services to members. Services such as outpatient and residential clinical services, education and workforce development skills.



[Tree of Life Parenting Center](#) in Miami-Dade County served new and pregnant Sunshine Health members 148 times with supplies like diapers, wipes, strollers and more.



[Better Together](#), working to keep families together in 48 counties throughout Florida, served our members 46 times with help such as short-term stays and professional support, to our members.



[One More Child](#), One More Child, serving the entire state but specifically Polk County, helped 15 member families in its first month of reporting by providing evidence-based training to keep families together.



Through our partnership with [Junior Achievement](#) [Tampa Bay](#), our 17 volunteers impacted the learning journey of 360 fifth and eighth graders.



[Hispanic Unity Florida](#) in South Florida served our members 150 times with services ranging from classes in their Center for Working Families to Family Strengthening programs.



We received financial support from Sunshine Health that helped us to host our annual Community Baby Shower. This is an event designed for expecting families to learn about important topics like nutrition, breastfeeding, mental health during pregnancy, prenatal care and resources in the community once the baby is born. Sunshine Health supported this event and provided education to the expecting families in the form of a presentation. Sunshine Health has also helped in purchasing essential items for families in need. We have also been able to work together on different events, especially diaper distributions at the Sunshine Health Community Connections Center, which have helped several families in need in the community and more families in the south end of Miami.”

- **Gloria Martinez**,  
MSW, Executive Director,  
Tree of Life Miami Center





With our support, these partners provided housing services ranging from utility assistance to rent vouchers and application fees:



**Taskforce for Ending Homeless** provided 1,541 housing services to our members in Broward County.



**The Coalition for the Homeless Central Florida,**

provided services to our members 424 times.



**DEMP House Transitional Living,** serving Leon and surrounding counties, helped Sunshine Health members 29 times.



**VITA Nova,** a safe bridge to independence for former foster care and other homeless youth in Palm Beach County, provided services, ranging from food to rapid rehousing, to members 81 times.



**TSI Cares Foundation, INC**

**TSI Cares Foundation**

provided 140 housing services to members in foster care in Duval County.



**Catholic Charities of Northwest Florida** helped individuals in 34 households with utility funding.



**ALPHA House of Pinellas County**

supported 54 members in their transitional housing program for homeless pregnant mothers and expecting moms.



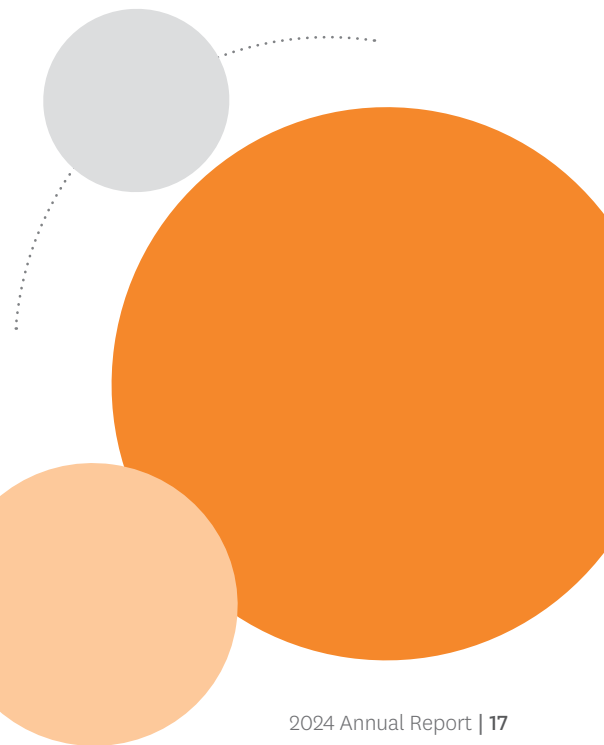
With our support **GraceWay Village,** serving Treasure Coast residents who struggle with poverty, food scarcity and homelessness, provided 993 hot meals to our members in 2024. In total they served 97,487 meals and provided 3,153 children with clothing.



**SENIORS in SERVICE**

GEARED UP TO SERVE

With our funding, **Seniors in Service of Tampa Bay** provided Essential Move-In Kits for 10 veterans transitioning into affordable housing. Our partnership extended to other initiatives, such as our Food Pantry, where they have contributed 16 volunteers and 128 hours of donated service since September 2024.





In Suwannee County, [Partnership for Strong Families](#) had its first

Family Fun and Hurricane Preparedness Expo, serving 316 residents, including 39 of our members.

Funding also went to a family in Dixie County who experienced the tragic loss of a child when a tree fell on their home. They were able to stay in a hotel for several nights and were connected to additional support and resources.



[Rebuilding Together Tampa Bay](#) assisted six families in

Hillsborough County with home repairs before or after storms.

Additionally, we collaborated on

hurricane relief efforts in Pinellas and Hillsborough counties. Our 50 volunteers joined them, providing relief supplies to 1,250+ people.



Sunshine Health partnered with the **Pasco County Sheriff's Department** to help members when they need

it most —during a behavioral health crisis. This approach has led to increased engagement in behavioral health services and reduced avoidable hospitalizations and ER visits. Provider visit claims are up 42 percent, while hospital inpatient and ER claims are down 45 percent.



**Urban League of Broward County**

The Living Well program through collaboration with the

[Urban League of Broward County](#), graduated 90 participants from diabetes self-management courses, giving them the knowledge to make healthier choices and increasing community awareness through outreach events. Project TOTTS (Together Our Tots Thrive and Survive) provided prenatal and infant education to more than 300 at-risk expectant mothers, leading to 146 live births, 85 percent of which were full-term and of normal weight



The [Center for Change](#) in Orlando was able to add 4 additional Chronic Disease

Self Management Program workshops, for a total of 13, with 127 graduates.

# Sunshine Health Works

Sunshine Health Works is a workforce development program providing new opportunities to help improve the wellbeing of Floridians and bridge care gaps caused by labor shortages in healthcare.

In collaboration with our partners, we have trained 1,200+ people since the program's inception.



## College Partnerships



## Other Partnerships





# Strong Community Partnerships





# The Sunshine Health Reinvestment Fund

The Child Welfare Specialty Plan Reinvestment Fund was created in 2017 by the partners of the Sunshine Health Child Welfare Specialty Plan (now Sunshine Health Pathway to Shine Specialty Plan).

The fund was created with the mutual intent of improving the quality of the state's child welfare system and health outcomes for the children served.

While tremendous strides have been made in providing comprehensive healthcare coverage to youth in foster care under Sunshine Health's Pathway to Shine Specialty Plan, service needs still exist. In addition to working alongside colleagues at the Florida Department of Children and Families (DCF) to expand coverage, this partner-funded reinvestment plan is designed to proactively address the following priorities:

- Fund programs are designed to improve system quality and health outcomes.
- Fund programs are designed to increase system capacity and to make the provider network more robust.
- Fund programs are designed to address gaps in care for youth in the child welfare system.



## **Orthodontic grants:**

The fund provides 10-20 orthodontic grants per calendar year to cover the cost of orthodontia when services are not medically necessary. These services can have a profound impact on children's long-term health outcomes, self-esteem and academic success.



## **Non-medical member needs:**

include costs for procedures such as tattoo removal for teens impacted by gangs or human trafficking and providing wigs for youth undergoing cancer treatment to eliminate societal barriers and support their ability to thrive.



## **Training and education grants:**

offered to agencies and families for programs like Training for Adoption Competency (TAC) and Trauma and Resilience to ensure they have the skills and knowledge they need.



## **Emergency funds:**

assist families involved with child welfare and related agencies in preparing for and recovering from critical events or disasters to minimize displacement and hardship.

# Stronger Than the Storm: Community Hurricane Support



**\$32,248**  
Supplies  
Donated

**23,960**  
People  
Served

**250**  
Volunteers







The Centene Foundation contributed \$10,000 to each of the following organizations for Hurricane relief:



- ➔ Healthy Start Coalition of Pasco
- ➔ Healthy Start Coalition — Jefferson, Madison and Taylor
- ➔ Women Empowering Each Other (Leon and more rural Big Bend counties)
- ➔ Rebuilding Together Greater Florida
- ➔ Florida Coalition for Children



# Fighting Food Insecurity: Farm Share Partnership Monthly Food Pantries

**29,000+**  
People Served  
.....

**88,000+**  
Pounds of Food  
Distributed

**756**  
Employee  
Volunteers  
.....

**4,469**  
Volunteer Hours



## Partners





# Community Connections Grants

## Grant recipients

See all of our 2024 grant recipients on Pages 27 and 28.

Our commitment to community well-being is reflected in the grants we provide to organizations making a difference. Through targeted funding, we support nonprofits working to prevent homelessness, assist with utility payments and address critical social needs.

## Utility Grants

**10 grants of \$5,000** were each awarded to nonprofits to assist their clients with utility payments and help prevent and reduce homelessness.

“

**With the rising costs** to maintain a household today, covering a utility bill could mean freeing up money for food, hygiene products, gas and other essential items for our families. This means more than you know for vulnerable families already struggling to maintain a home for their children, or just ‘getting by.’

The loss of air conditioning because a family can’t pay a utility bill is more than a hardship in our community, it’s a health issue for many of our families. This assistance is the difference between caregivers being able to provide the necessities of home and slipping further into the uncertainties of not being able to provide for their families.”

— **Jennifer Powers,**

*Senior Director of Contract Administration,  
Safe Children Coalition*



## Get to Know Us Grants

**Get to Know Us Grants of \$2,000** each were awarded to 21 community partners providing HRSN services and resources.



With their support, our ‘Housing First’ program will continue to provide help, hope and housing to families in need within our community.”

— **Brian Broadway**, *Founder & Missional Leader—Find, Feed & Restore*

## Housing Grants

**11 grants of \$10,000** were each awarded to nonprofit organizations to help people who are homeless find temporary or permanent housing or help people on the verge of homelessness remain in their current housing.



**We are profoundly grateful** to Sunshine Health for awarding us these vital funds, which will directly benefit low-income families striving to rebuild and repair their homes in Hillsborough County after Hurricanes Ian and Idalia”

**Jose Garcia**, *executive director of Rebuilding Together Greater Florida*



**As we brace for another hurricane season**, this award will significantly enhance our preparation and resilience efforts. With Sunshine’s support, we are able to expand our capacity and increase and enhance our support services. Our partnership with Sunshine Health and the Community Connections Grants is invaluable.”

— **Michael Williams**, *D.A.S.H. Foundation*

## Utility Grant Recipients

Organization	Counties Served
Catholic Charities of Northwest Florida	Bay, Calhoun, Escambia, Franklin, Gadsden, Gulf, Jackson, Liberty, Okaloosa, Santa Rosa, Wakulla, Walton and Washington counties
Alachua County Coalition for the Homeless	Alachua County
One Community Now	Pasco County
Heartland for Children	Polk, Highlands and Hardee counties
Our Purpose Project	Orange County
Safe Children Coalition	Sarasota, Manatee and Desoto counties
Salvation Army Vero Beach	Indian River County
Village South	Broward County
Amigos Together for Kids	Miami-Dade County
Sunshine Social Services	Broward County

## Housing Grant Recipients

Organization	Counties Served
Opening Doors Northwest Florida	Escambia and Santa Rosa
DJ DEMP Foundation	Leon
United Way of Suwannee Valley	Columbia, Hamilton, Lafayette and Suwannee
TSI Cares Foundation	Statewide
Alpha House of Pinellas County	Pinellas County
Rebuilding Together Greater Florida	Citrus, Hernando, Hillsborough, Levy, Manatee, Pasco, Pinellas, Charlotte, Collier, Desoto, Hardee, Highlands, Lee, Sarasota, Lake, Osceola, Orange, Polk, Seminole and Volusia
Caribbean Community Connection of Orlando	Orange, Osceola and Seminole
Lee County Homeless Coalition	Lee
ChildNet	Broward and Palm Beach
Taskforce Fore Ending Homelessness	Broward
DASH Foundation	Miami-Dade and Leon







## Get to Know Us Grant Recipients

Organization	Counties Served
A Women's Pregnancy Center	Leon, Gadsden, Liberty, Franklin, Wakulla, Jefferson, Madison and Taylor
Boyz to Kings	Madison, Hamilton, Taylor and Leon
Find, Feed & Restore	Lake and Orange
TSI Cares Foundation	Statewide
Northeast Florida Exchange Club Center for The Prevention of Child Abuse	Duval, Clay, Baker, Nassau, St. Johns, Putnam, Alachua, Bradford and Union.
The 32209 Experience	Duval County
Three Rivers Legal Services	Orange, Osceola and Seminole
Youth Crisis Center	Duval, Baker, Nassau, St. Johns and Clay
Isaiah Village	Pinellas
Lighthouse for the Visually Impaired and Blind	Pasco, Hernando, Citrus
Dawning Family Services	Hillsborough
Polk for Recovery	Polk

Organization	Counties Served
Orlando Dream Center dba St. Cloud Dream Center	Orange
The Desire Foundation	Osceola County and Orange
Kimmie's Recovery Zone	Lee
Source of Light and Hope Development Center	Lee
Freedom Fit Life Coaching	Palm Beach
People of Purpose	Palm Beach
Stronger than the Storm	Statewide
Take Stock in Children of Broward	Broward
Association of Exchange and Development of Activities and Partnership (AEDAP)	Miami-Dade
Kristi's House	Miami-Dade

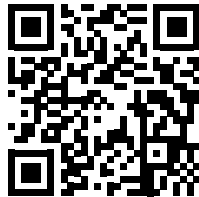
# Building a Healthier Florida

At Sunshine Health we are proud to support the vital initiatives of the Florida Agency for Healthcare Administration (AHCA) as we work together to strengthen healthcare access and outcomes across our communities. Through our partnership, we help advance AHCA's mission to improve birth outcomes, expand home and community-based services, enhance youth mental health support, and promote economic self-sufficiency through the HOPE Florida program.

- **Sunshine Health has improved birth outcomes** for Floridians through unique programs and community partnerships. Programs like our **Start Smart for Your Baby®** led to **reductions in C-sections and an 11 percent decrease in preterm deliveries** from 2019 to 2022 and a **60 percent increase per thousand in primary care visits** among pregnant enrollees from 2020 to 2022.
- In addition to success in member transitions from institutional settings to the community, our LTC team works closely with our ALF providers to motivate transition to home so members can maintain their independence. **Sunshine Health has paid \$3.1M in ALF provider incentives since 2019, supporting over 2,600 transitions home.**
- We have seen **Baker Act admission and readmission reductions** through our strategies like peer support, mobile crisis response team and innovative CBO partnerships with groups like NAMI Florida and the Pasco County Sheriff's Office.

By aligning our efforts, we can ensure that families receive the care and resources they need to thrive—whether it's through recognizing hospitals that meet national health benchmarks, providing services that allow members to remain in their homes or connecting youth to critical mental health support. Together, we are building a healthier, more resilient Florida.

*Thank You*



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