

## Web Content Plan: Arbor Community Section

<b>Title:</b>	Commitment to our Communities
<b>Section:</b>	Community (landing page)
<b>Keywords:</b>	Arbor programs, arbor commitment to our communities, arbor communities, Nebraska communities, arbor community programs, arbor community help, arbor community philanthropy, arbor charity, arbor health plan
<b>Description:</b>	Arbor Health Plan is committed to making lasting improvements in the wellbeing of the families and communities we serve. We partner with advocacy organizations where our members live and work to improve the quality and accessibility of care to low-income and underserved individuals.

### Content:

#### Commitment to our Communities

Arbor Health Plan is committed to making lasting improvements in the wellbeing of the families and communities we serve. We partner with advocacy organizations where our members live and work to improve the quality and accessibility of care to low-income and underserved individuals. Through our successful health improvement programs, our goal is to keep members connected to their physicians and to build healthy communities throughout Nebraska.

#### Community Programs

- Rapid Response Team
- Arbor Angels
- Try the Y
- Bright Start

#### Success Stories

#### Community Outreach Team Territory Map

If you are interested in pursuing a partnership with Arbor Health Plan, contact Heidi Woodard at 1-402-507-5895 or by email at [hwoodard@arborhealthplan.com](mailto:hwoodard@arborhealthplan.com).

## Web Content Plan: Arbor Community Section

<b>Title:</b>	Community Programs
<b>Section:</b>	Community
<b>Keywords:</b>	Arbor programs, arbor community programs, arbor community help, arbor community philanthropy, arbor charity, arbor health plan
<b>Description:</b>	Arbor Health Plan works with the communities we serve to ensure the health and wellbeing of our members. We strive to make a difference in the lives of our members, their families, and the communities in which they live.

### **Content:**

Arbor Health Plan works with the communities we serve to ensure the health and wellbeing of our members. Through partnerships with local advocacy groups and businesses and through the implementation of our own health improvement programs, we strive to make a difference in the lives of our members, their families, and the communities in which they live.

### **Our Programs**

#### **Arbor Angels**

The Arbor Angels program provides assistance to members and communities across Nebraska. Since 2012, Arbor Angels have donated gifts and goods to families.

- For the 2012 holiday season, Arbor Angels donated turkeys, gifts, and necessities to families across the state
- In spring 2013, Arbor Angels hosted a Family Fun Night and donated plastic eggs and treats for an Easter egg hunt in Norfolk, NE and participated in Healthy Kids Day through the local YMCA.
- Arbor Angels donated diapers, baby wipes, and breast pumps to the Stork's Nest at OneWorld Community Health Centers, Inc., in Omaha.
- Arbor Angels adopted five member families for the 2013 Christmas program. Gifts and necessities were delivered to the homes of the families that were selected for assistance.

See how the [Arbor Angels give back to the communities across Nebraska.](#)

#### **Bright Start**

The Bright Start® Maternity Program provides specialized prenatal care management for pregnant members. Our Bright Start managers serve as advocates and help coordinate medical care and social services throughout each member's pregnancy, including postpartum care.

Bright Start includes a diaper program that offers free diapers to pregnant members who meet certain medical goals during their pregnancy. For information on the Bright Start Program, call 1-866-429-8565.

#### **Rapid Response Outreach Team**

The Rapid Response Team is our front-line outreach team. The Rapid Response Team works directly with members to:

- Set up appointments with doctors and physicians.
- Verify member benefits.
- Ensure member access to proper medications.

The Rapid Response Team also helps to identify health barriers to make sure members get the services necessary to improve their wellbeing. Read how the [Rapid Response Team brought a new lease on life for an isolated Nebraska member.](#)

### **Try the Y**

The Try the Y for 90 Days program provided members in Kearney and South Sioux City an opportunity to join their local YMCAs free for 90 days. The purpose of the program was to expose members to healthier lifestyles and to provide them with access to health and wellness facilities they otherwise might not have been able to afford.

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<b>Title:</b>	Success Stories
<b>Section:</b>	Community
<b>Keywords:</b>	Arbor success stories, success stories, making a difference, arbor difference, arbor community, Arbor programs, arbor commitment to our communities, arbor communities, Nebraska communities, arbor community programs, arbor community help, arbor community philanthropy, arbor charity, arbor health plan
<b>Description:</b>	Arbor Health Plan is a mission-based managed care organization that is committed to bringing lasting, positive changes to the underserved and the communities where they live. Here are just a few ways we've made a difference.

### Content:

Arbor Health Plan is a mission-based managed care organization that is committed to bringing lasting, positive changes to the underserved and the communities where they live. Here are just a few ways we've made a difference:

- Reaching Out in the Heartland: [Rapid Response Team brings new lease on life for isolated Nebraska member](#)
- [Arbor Angels give back to the communities across Nebraska](#)
- [Arbor's "Try the Y" Pilot Program is a Success](#)

## Web Content Plan: Arbor Community Section

<b>Title:</b>	Rapid Response Team brings new lease on life for isolated Nebraska member
<b>Section:</b>	Community
<b>Keywords:</b>	Arbor rapid response team, arbor community outreach team, rapid response team, community outreach team, rapid response and community outreach team, arbor rapid response and community outreach team, john c, Arbor programs, arbor commitment to our communities, arbor communities, Nebraska communities, arbor community programs, arbor community help, arbor community philanthropy, arbor charity, arbor health plan
<b>Description:</b>	Arbor Health Plan's Rapid Response Outreach and Community Outreach teams demonstrate how the Plan goes beyond providing basic health care for its members. Through community outreach and connecting providers with the underserved, the teams strive to strengthen the wellbeing of Arbor members.

### Content:

#### **Reaching Out in the Heartland: Arbor's Rapid Response Team brings new lease on life for isolated Nebraska member**

*Arbor Health Plan's Rapid Response Outreach and Community Outreach teams demonstrate how the Plan goes beyond providing basic health care for its members. Through community outreach and connecting providers with the underserved, the teams strive to strengthen the wellbeing of Arbor members – members like John C.*

John C.'s fears were worst at night. That's when the Nebraska man would lay on his floor, his only bed, and worry. His rundown farm house had no running water or heat. Now the electric company was asking for money. And the pain in his chest was getting worse.

When Arbor Social Worker and Care Manager Tami Cervantes reached out to perform a needs assessment for John, a 57-year-old member, she learned that he had a heart attack and heart surgery years ago. He also had not been to a doctor in years and could not afford fuel for his car to get to a heart specialist that was 90 miles from his home. He was also afraid to see doctors for fear of bad news.

Tami worked to set up a primary care appointment and transportation for John, and sent a nurse to conduct a home assessment.

Arbor's Rapid Response and Community Outreach teams focused on finding an eye doctor and dentist for John and looked to the community for utility assistance. After Arbor's care coordinator called to remind him about the appointment, he visited a local dentist for care.

When John visited his primary care doctor, the doctor discovered that John's arteries were blocked and he needed surgery. John underwent triple bypass surgery, a procedure that may have saved his life.

Tami also turned to Arbor's parent company, AmeriHealth Caritas, for help. They provided a donation from the Gifts of Mercy fund to help purchase a bed for John. Gifts of Mercy is funded by employee contributions.

John's care manager and care connector searched for mattresses. A furniture store near John's home helped with the selection, purchase, and delivery of a new bed for him to sleep on.

Since Tami's first phone call, many of John's heart problems are medically managed and John stays current with his medications and doctors' appointments.

John is also learning to trust others. He accepted assistance from his church, where he gets his daily water supply, and being around others helps his depression symptoms.

Now John sleeps much better. "I had lost hope that there were people out there that still cared about helping others," John said. "I love my new bed and I'm so thankful for Tami's help and for Arbor Health Plan's help."

## Web Content Plan: Arbor Community Section

<b>Title:</b>	Arbor Angels give back to the communities across Nebraska
<b>Section:</b>	Community
<b>Keywords:</b>	Arbor angels, angels, angels of arbor, adopt a family, arbor adopt a family, Arbor programs, arbor commitment to our communities, arbor communities, Nebraska communities, arbor community programs, arbor community help, arbor community philanthropy, arbor charity, arbor health plan
<b>Description:</b>	Arbor Angels are a group of dedicated employee volunteers who find tangible ways to live out the Arbor Health Plan mission to help people get care, stay well, and build healthy communities.

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#### **Arbor Angels give back to the communities across Nebraska**

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The program's winter effort involved a cross-team approach that included employees throughout the company to help identify and nominate Arbor members who were in need of assistance during the holiday season. The group identified families located throughout Nebraska to "adopt" and to provide assistance that would ensure that everyone had warm winter gear, shoes, underwear/socks, and toys for children who would have otherwise gone without.

In total, six adults and 15 kids received donations from Arbor. The adopted families reside in Alliance, Winnebago, Kearney, and York.

"The adopt-a-family effort is one we look forward to every year," said Community Outreach Supervisor Heidi Woodard. "It is hard to imagine not being able to provide for your children anytime, and Christmas time is no exception. Time and time again, we have parents fighting back tears thanking us for the help we are able to provide."

Gloria Kennedy, a member of Arbor's community outreach team, lives and works in Scottsbluff, Neb. For the past two years, she has organized the program's holiday giving effort. Gloria spends many hours in her car driving across the state and has experienced first-hand how grateful people are when they know that someone cares about them.

"When a grandmother found out that Arbor was adopting her and her grandkids, she became overcome with emotion," Gloria said. "She still stays in touch with me and lets me know how they're doing."

Arbor is committed to the people and communities it serves and continues to reach out to those who need assistance.

## Web Content Plan: Arbor Community Section

<b>Title:</b>	Arbor Health Plan's "Try the Y for 90 Days"
<b>Section:</b>	Community
<b>Keywords:</b>	Try the y for 90 days, try the y, try the ymca, arbor health plan ymca, ymca, y, arbor y, Nebraska y, Arbor programs, arbor commitment to our communities, arbor communities, Nebraska communities, arbor community programs, arbor community help, arbor community philanthropy, arbor charity, arbor health plan
<b>Description:</b>	Arbor Health Plan's "Try the Y for 90 Days" community program is a true symbol of how the plan's employees live its motto, "Care is the heart of our work." The "Try the Y for 90 Days" program started in the summer of 2013.

### Content:

#### Try the Y for 90 Days

Arbor Health Plan's "Try the Y for 90 Days" community program is a true symbol of how the plan's employees live its motto, "Care is the heart of our work."

The "Try the Y for 90 Days" program started in the summer of 2013 when a team of Arbor employees devised a way to positively impact the health and wellness of Arbor members. The program gave Arbor members in Kearney a free 90-day membership to the Kearney Family YMCA and South Sioux City Arbor members a free 90-day membership to the [Norm Waitt Sr. YMCA](http://nwsymca.org/) [link to <http://nwsymca.org/>] in South Sioux City. The memberships allowed Arbor members access to wellness facilities they otherwise might not have been able to afford.

"[Brad Colt (CFO of the Norm Waitt Sr. YMCA)] was as excited about this collaboration as we were because the program would be mutually beneficial," said Heidi Woodard, Community Outreach Supervisor, Arbor Health Plan. "The program provides an incentive to members that shows how Arbor cares about their health and wellbeing, and at the same time, the YMCA increases memberships and extends their community outreach."

Arbor worked with Executive Director Denny Placzek from the Kearney Family YMCA.

Arbor impacted more than 90 families through this program, which was roughly one family per day from July 16 to Sept. 16, 2013.

In South Sioux City, more than 250 people took advantage of the program. This number reflects that Arbor families visited the Norm Waitt Sr. YMCA 1,063 times over the three month period.

Angelina, one of Arbor's members, not only took advantage of the free YMCA access for herself, but also for her three children, ages 3, 8, and 9.

“We enjoyed spending time in the pool together,” Angelina said. “My older children also attended kickboxing class with me.”

When asked if she viewed the “Try the Y” campaign as a nice incentive, she said that it was great because many people need this type of access to health and wellness facilities, but simply can’t afford it. She shared her experience of this special offer from Arbor with her friends and family.

Due to the success of this program, Arbor is exploring new collaborations with additional YMCA programs throughout Nebraska in 2014.