

# Iowa Total Care

*Coverage that cares.*



## IN THIS EDITION

- Five-year flashback
- Fighting food insecurity
- Giving back to local communities
- 100 Literacy Program 2024 recipients
- ISU partnership supporting community gardens
- Why behavioral health matters
- The importance of literacy

**2024 COMMUNITY  
IMPACT REPORT**

# Welcome from the CEO

Since 2019, our team at Iowa Total Care has been endlessly committed to transforming the health of Iowa communities, one person at a time. Now, in 2024, we are honored and proud to have reached a great milestone at Iowa Total Care.

This year, we are taking a moment to recognize **five years of going above and beyond for our members** – five years of standing up for our community and truly encompassing our values as coverage that cares.

We made great strides in 2024. Iowa Total Care hosted more Green to Go Community Health Fairs than ever before, hosting over ten fairs across Iowa. At those fairs, we distributed 59,606 pieces of free, fresh produce. We value giving back to our communities and that was clear throughout the year with our various avenues of volunteerism, outreach and community involvement.

Beyond our on-the-ground volunteer approach, we dug deeper into our core benefits and resources for our members. Iowa Total Care greatly expanded our value-added services this year. One of the newest additions included the ability for members to stop by their local Hy-Vee Fast and Fresh and get gas through our My Health Pays Rewards Program!

Our amazing healthcare providers played a pivotal role this year, as they always do. Working with our providers, Iowa Total Care distributed donations and literacy kits to 100 providers across the state to help support patients' and members' literacy needs through our 100 Literacy Program. Additionally, we hosted four provider summit trainings across Iowa in 2024 and offered several virtual trainings as well.

Our valuable colleagues at the State level, including State Medicaid and the Iowa Department of Health and Human Services, deserve the utmost appreciation and recognition for all that they have done this year at both the individual and community levels. We deeply thank the Iowa Legislature for entrusting us with the care of some of Iowa's most vulnerable citizens.

Please take a look at our 2024 Community Impact Report and follow along as we celebrate and reflect on five years of Iowa Total Care. Join us as we continue to **move forward, grow and enact our mission of transforming the health of the communities we serve, one person at a time.**

Sincerely,  
Mitch Wasden  
Plan President & CEO

## VISION

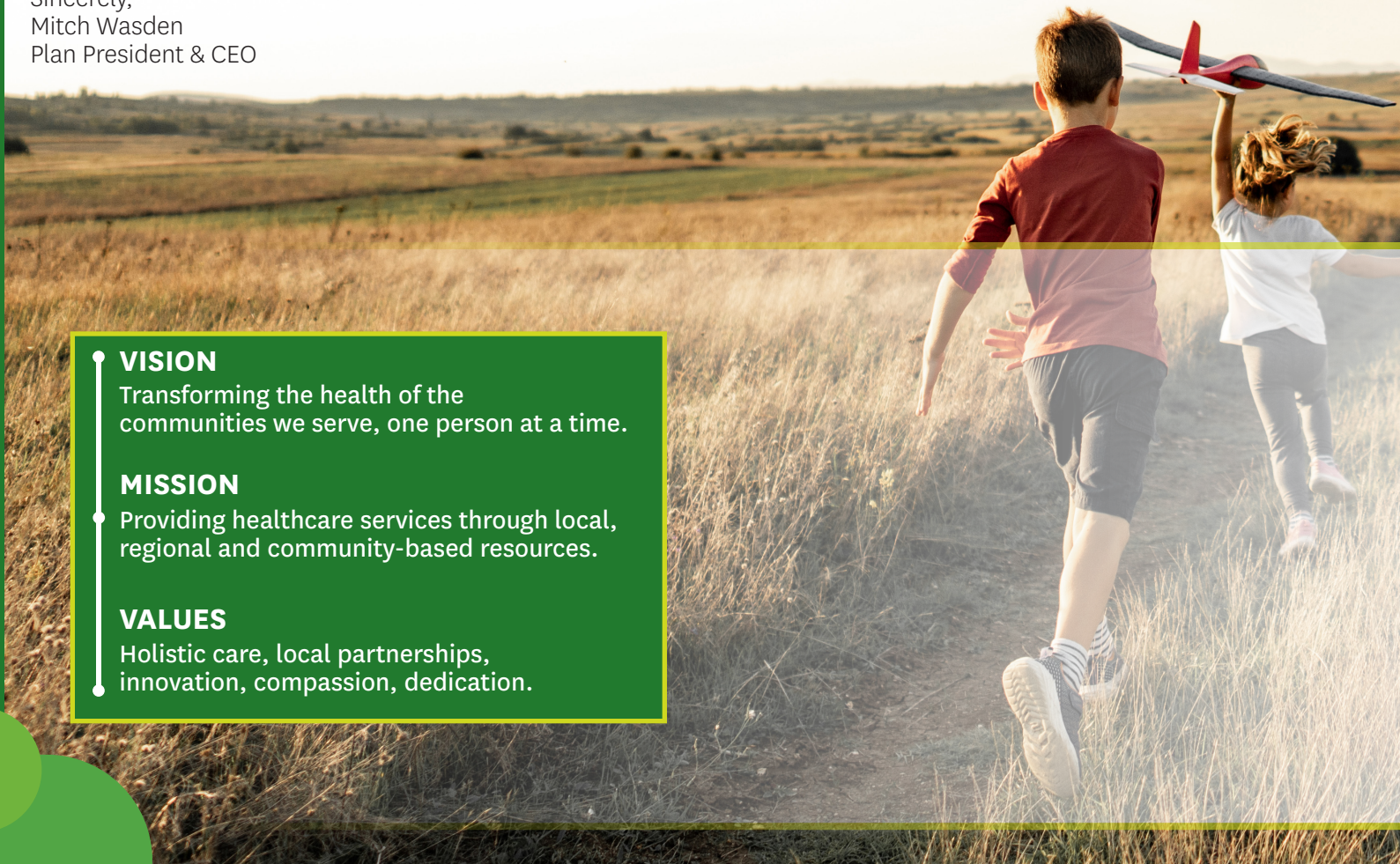
Transforming the health of the communities we serve, one person at a time.

## MISSION

Providing healthcare services through local, regional and community-based resources.

## VALUES

Holistic care, local partnerships, innovation, compassion, dedication.





# IOWA TOTAL CARE'S 2024 IMPACT

## AT-A-GLANCE

Always dedicated to transforming the health of the communities we serve, one person at a time.

**\$491,215**

**TOTAL SPONSORSHIPS**



given to provide resources to members, such as ongoing education, food insecurity programs and literacy programs for dedicated support.

**700+**

**VOLUNTEER HOURS**



given to the community from Iowa Total Care employees.

**150**

**OUTREACH EVENTS**



attended, building community and sharing resources.

**279**

**COMMUNITY PARTNERS**



collaborated with Iowa Total Care to enhance our mission.

**24,496**

**ATTENDEES**



met at outreach events throughout the year.

**59,606**

**PRODUCE ITEMS**



were distributed to attendees of Green to Go.

## BY THE NUMBERS



**239K+**  
**MEDICAID MEMBERS**



**SERVICE AREA**

Our Iowa Total Care network provides statewide coverage.

**50K+**

**MEDICAID PROVIDERS**

and 240 hospitals.



**THERE ARE 750+ IOWA TOTAL CARE EMPLOYEES IN THE STATE OF IOWA.**

# FIGHTING *FOOD INSECURITY*

Through Our Be Well. Eat Well. Initiative

## PROVIDING ACCESS TO AFFORDABLE AND NUTRITIOUS FOOD

We want Iowans to be able to have year-round, affordable access to healthy eating resources. That's why we started our **Be Well. Eat Well. initiative** in 2019. Five years later, our Be Well. Eat Well. initiative has grown substantially.

We now host community health fairs through one of our most well-known Be Well. Eat Well. programs, **Green to Go**. In 2024, we hosted eleven fairs with thousands of attendees and **distributed nearly 60,000 pieces of fresh produce**.

Through our Be Well. Eat Well. initiative, we educate Iowans on where and why they should access affordable, nutritious food. We provide several different resources through our initiative, whether that is a community health fair, advice on where to **get fresh produce from a community garden** or how to **register for no-cost cooking classes**.

Visit [IowaTotalCare.com/BeWellEatWell](https://www.IowaTotalCare.com/BeWellEatWell) to learn more.



# IOWA TOTAL CARE'S BE WELL. EAT WELL. INITIATIVE PROVIDES:

## Green to Go Community Health Fairs

In 2024, we hosted **11 Community Health Fairs with over 4,000 attendees** across Iowa through our **Green to Go** series. At the health fairs, we provided free, fresh produce, baby supplies, non-perishable food items and more.

## Community Gardens

We have partnered with several **community organizations** and their gardens throughout the state to provide Iowans with greater access to healthy, local food. We recently enhanced our strong partnership with **Iowa State University Extension and Outreach** to build garden education through the Iowa Master Gardener Program.

## Eating Healthy with Iowa Total Care

Cooking healthy food can help save money and improve health. We offer **free cooking classes, videos and recipes** for kids and adults to fit **diabetes-friendly, kid-friendly and budget-friendly** needs.

## [IowaTotalCare.Findhelp.com](https://www.IowaTotalCare.Findhelp.com)

Iowa Total Care offers **online access to programs and services** for food assistance.

## Double Up Food Bucks Program

Our Double Up Food Bucks Program **provides Iowans access to more** fruits and vegetables. Learn more at [IowaHealthiestState.com/Double-Up-Food-Bucks](https://www.IowaHealthiestState.com/Double-Up-Food-Bucks).

Iowa Total Care volunteers distributing produce at a Green to Go community health fair



# COMMUNITY INVESTMENT

Community Gardens

Food Bank & Pantry Sponsorships/Donations

Green to Go

**BE WELL. EAT WELL.  
PROGRAM FOR FOOD  
INSECURITY**

\$165,000

**LITERACY  
PROGRAM**

\$50,000

100 Providers Program

Storytime with Doc

Broadlawn Reading Programs

Central Iowa Shelter & Services

Easterseals Iowa

Food Bank of Iowa

**VOLUNTEERISM**  
714 hours  
(Jan-Dec 2024)

**200+ COMMUNITY PARTNERS**

**OTHER SPONSORSHIPS**

\$196,000

NAMI Iowa

Central Iowa Shelter & Services

ISU Extension and Outreach

Central Iowa Shelter & Services

NAMI Iowa

ISU Extension and Outreach

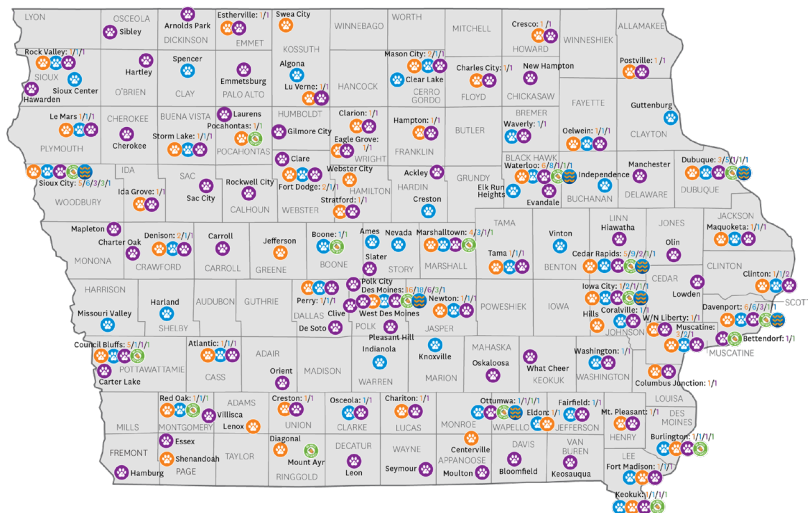
The Healthiest State

## STATEWIDE IMPACT

We help address barriers to better health by providing access to safer housing, transportation, education, employment, healthier food, physical activity, language and literacy. Our housing and resource specialists work to connect people to community resources and provide housing options.

See our program impacts in communities statewide below.

### Iowa Total Care



100 Elementary Schools in Iowa Participant

100 Head Starts in Iowa Participant

100 Public Libraries in Iowa Participant

Be Well. Eat Well. Community Garden Partner

Food Banks/Pantries

# 5 five-year flashback

**SINCE 2019, WE HAVE:**

**35.5%** decrease in hospitalizations for pregnant members, due to our Start Smart for Your Baby® program

**MEMBER STORY**

**Helping Members Enjoy the Freedom of Mobility**

When an Iowa Total Care member couldn't be discharged from a nursing facility, we stepped in. The member couldn't leave without receiving the medical equipment that they needed. This was an issue for the member. They had been waiting for equipment delivery for two months.

When our team learned that the member had been waiting this long, **Iowa Total Care stepped in.** Our team delivered the equipment as soon as possible.

By solving the delay, **our team reduced the time and cost of facility care,** and the member was finally able to enjoy the freedom of mobility.



**239,000**  
members served

**16**  
value-added services to help out members at no extra cost, when they need it

**5,200**  
Long-Term Services and Supports (LTSS) members in nursing facilities transitioned to community living

# GIVING BACK

## IOWANS HELPING IOWANS

In 2024, our commitment to giving back grew even stronger. Iowa Total Care contributed over 1,200 hours of volunteering and participation in 150+ events statewide.

## COMMUNITY COLLABORATION

Our community partners give us the chance to provide the best support possible to our members.

Whether handing out lunches with Central Iowa Shelter and Services, enhancing community gardens with Iowa State University Extension and Outreach or walking for a cause with NAMI, we made great strides in our passion for community advancement.

### PARTNERSHIP WITH ISU SUPPORTS COMMUNITY GARDENS

Iowa Total Care continues to collaborate with Iowa State University to support the Iowa Master Gardeners and Iowa State University Foundation's Master Gardeners Scholarship program. Through this program, volunteers receive the training to maintain community gardens and provide freshly grown produce to families in need.



### Give Grace, Give Hope



Iowa Total Care staff volunteered to help pack period products with **Give Grace, Give Hope**, a non-profit organization that provides menstrual products to those in need.

### Green To Go



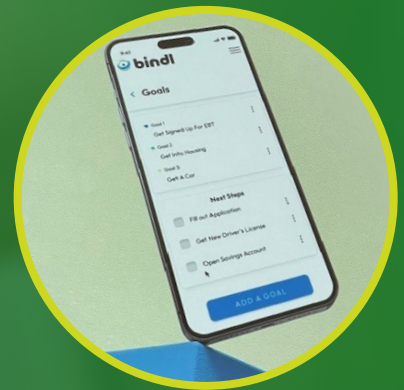
We welcomed the fall season by hosting a Green to Go event in September. Staff distributed fresh produce to **over 600 families**.



## Enhancing Our Support For Local Communities With Central Iowa Shelter And Services

Iowa Shelter and Services (CISS) presented Iowa Total Care with the **Heroes for the Homeless Award** on May 2, 2024, to recognize our dedication to the homeless community as well as our support in the development of the Housing Command Center (HCC) and social determinants of health (SDoH) app, **Bindl**.

In June of 2024, CISS launched the testing version of **Bindl**. The app features a stability tracker, lists of community events and a resource directory for accessing local housing, food, medical care and other services available through CISS. The app is designed to be a modern prevention tool for those **experiencing homelessness and food insecurity** and addresses specific challenges individuals and communities face due to the SDoH.



### Packaging Resources



Iowa Total Care partnered with the **Food Bank of Iowa** in April to package **over 1,000 bags of produce and resources** that was distributed at community health fairs.

### NAMI Walk



More than 100 employees and family members participated in this year's NAMI Iowa NAMI Walk in Des Moines, earning the title of the largest team for the second consecutive year.

# Giving Our Members What They Need, When They Need It

At Iowa Total Care, we want our members to have access to what they need, when they need it. We offer **value-added services** to our members all at no added cost and reward them for healthy behaviors through our **rewards program**.

In 2024, we added the following value-added services:

## Free Car Seat Or Booster Seat

Pregnant members can receive a car seat or booster seat for their babies. To be eligible, members must:

- Have a completed notification of pregnancy form on file,
- Visit their doctor while in the first trimester or within 42 days of enrollment in Iowa Medicaid, and
- Be engaged with Start Smart for Your Baby until 36 weeks of pregnancy.

## Home-Delivered Meals

Members may qualify for free home-delivered meals. Iowa Total Care staff will also discuss with the member their future food needs.

## Foster Care Kits

We know being a teen can be tough, especially in foster care. That's why Iowa Total Care offers a free focus kit to these members. The kit is full of:

- Items to help relax and have fun, like stress balls and games.
- Cool tools for learning and creating, like books and notebooks.
- Helpful reading on managing anxiety and starting high school.

## Education Benefits

Members missing a high school diploma can earn their HiSET certificate and earn My Health Pays rewards too. Members ages 18+ can get a \$50 reward for earning their HiSET certificate.



## EXPANDING REWARDS WITH MY HEALTH PAYS® AT **HyVee**®

### Now Offered At Local Hy-Vee Gas Stations

Our **My Health Pays® rewards program** rewards members for focusing on their health. Our program rewards members with points for completing healthy activities, such as annual screenings and wellness exams.

In 2023, we were able to **expand our My Health Pays® rewards program to Hy-Vee**, an employee-owned company with grocery retail locations nationwide. Members were able to use their rewards to pay for necessities, such as groceries, utilities, transportation, telecommunications, childcare services, education and rent\*. **In 2024, we were able to partner with Hy-Vee's gas station, Hy-Vee Fast & Fresh, to add a gas option for members.**

Members can now stop by their local Hy-Vee Fast & Fresh and use their My Health Pays Rewards to fill up their tank.



### *Supporting Rural and Urban Communities*

Hy-Vee has 100+ stores statewide, in locations large and small. By collaborating with Hy-Vee, we are increasing opportunities for our members to use their rewards and bring more groceries home and travel to appointments, making healthcare more accessible to our community.

### *Rewards for Caring About You*

Our members are automatically enrolled into the **My Health Pays®** rewards program - where they can earn rewards and spend them on different necessities.

\*Rewards may not be used to buy alcohol, tobacco, firearms products, lottery tickets, gift cards, or for cash.

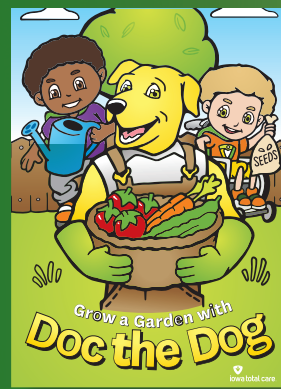
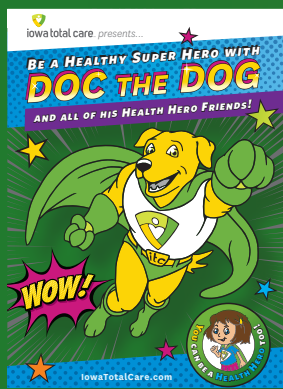
# CLOSING GAPS IN CARE, OPENING NEW RESOURCES

## Bringing Literacy To Life For Iowa Youth

### LITERACY RESOURCES DISTRIBUTED TO PROVIDERS ACROSS THE STATE

Literacy can build the foundation of education. That's why we are always adding new resources and initiatives to our literacy program, **Doc's Kids Club**. In 2024, we gave \$500 Amazon gift cards to 100 providers across the state to purchase books and literacy kits through our **100 Literacy Program**. We also introduced our newest interactive storybook, **Susie's Big Day**. *Susie's Big Day* promotes early childhood literacy through an interactive story that readers can color in to bring the storyline to life.

Iowa Total Care offers several different interactive storybooks for kids. Some of the stories in our literacy library include:



## Bridging The Gap On Behavioral Health

### WE VALUE THE IMPORTANCE OF BEHAVIORAL HEALTH RESOURCES

Access to behavioral health resources can be hard to find. At Iowa Total Care, we understand this need and are taking action to **enhance behavioral health resources for our members**. A few of our recent additions include:

- We recognized a service gap for children with co-occurring IDD and behavioral health needs and **established a partnership with Devereux, a large national behavioral health provider currently in 11 states**.
- We offer **Affect Therapeutics** to members with substance use disorder (SUD) needs. Affect Therapeutics specialize in SUD services and are skilled at engaging and treating members virtually.
- We currently offer telehealth behavioral services through **Teladoc** to members 18+ and will soon offer **Grow Therapy**, a virtual platform providing child, adolescent and adult psychiatry, therapy and substance use disorder services.
- We have partnered with Des Moines Area Community College (DMACC) to offer a **Direct Service Professional (DSP) Certification Program**, which launched in September 2023. Together, we have offered more than 120 scholarships.

**“Iowa Total Care’s 100 Literacy Program supports our ongoing commitment to improving health outcomes and connecting the families and kids we serve to other valuable resources.”**

*- Primary Health Care, provider and recipient of Iowa Total Care’s 100 Literacy Program in 2024*

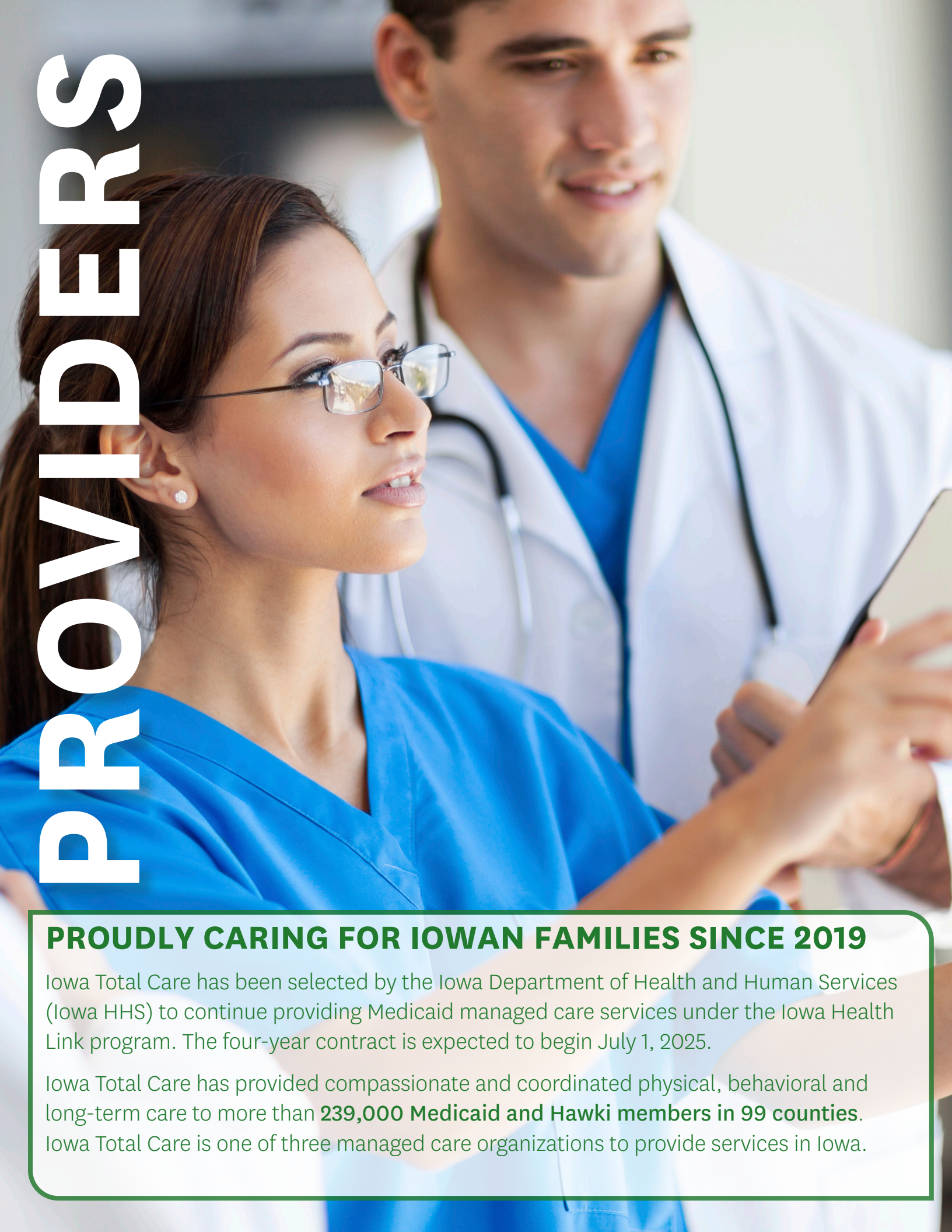


## Doc’s Kids Club

Doc’s Kids Club is an educational program founded by Iowa Total Care in 2020. The club is hosted by Doc the Dog (who shows up in many of our literacy materials) and provides literacy tips, newsletters, activities and kid-friendly recipes every month. Our mission with Doc’s Kids Club is to continue supporting Iowa’s youth with free literacy materials.

Doc’s Kids Club is open to Iowa residents age 10 and under. Sign up using the QR code below!





# PROVIDERS

## **PROUDLY CARING FOR IOWAN FAMILIES SINCE 2019**

Iowa Total Care has been selected by the Iowa Department of Health and Human Services (Iowa HHS) to continue providing Medicaid managed care services under the Iowa Health Link program. The four-year contract is expected to begin July 1, 2025.

Iowa Total Care has provided compassionate and coordinated physical, behavioral and long-term care to more than **239,000 Medicaid and Hawki members in 99 counties**. Iowa Total Care is one of three managed care organizations to provide services in Iowa.

“ Thank you, Iowa Total Care, for bringing more magic to All Care by selecting us as a 100 Providers location. With Iowa Total Care’s gift, we will be able to purchase more children’s books for our lobby. ”

- All Care, provider and recipient of Iowa Total Care’s 100 Literacy Program in 2024



# Sharing Education To Continue Member Support

## 2024 Provider Summit Trainings



Iowa Total Care **hosted four provider summit trainings** all across Iowa in 2024. At the summit trainings, we provided informational updates, educational presentations and networking with Iowa Total Care’s senior management and innovative solution providers.

Trainings were hosted in Waverly, Sioux City, Perry and Atlantic, Iowa.

## Free, On-Demand Trainings



We believe that improved understanding of human behavior leads to better treatment and care plans. We now offer **free, on-demand trainings** about:

- Crisis Intervention and De-Escalation with Families and Youth,
- Suicide Risk Screening and Safety Planning,
- Child Behavior and Brain Development,
- How Trauma Impacts Behavior,
- Intervening at the Stage, Not the Age,
- Safety, Comfort and Consent: Crisis Work with LGBTQIA+ Clients,
- Practicing Cultural Humility with LGBTQIA+ Populations, and
- Practicing Cultural Humility with Children and Families in Crisis.

“Iowa Total Care is a collaborative partner that works proactively with their providers to develop innovative solutions for youth who need high-quality clinical treatment and support. We look forward to continuing our important work with Iowa Total Care to serve children and adolescents across the state of Iowa.”  
- Devereux Advanced Behavioral Health, provider with Iowa Total Care

# ABOUT US



Iowa Total Care, one of Iowa's Medicaid managed care organizations, is dedicated to transforming the health of the community we serve, one person at a time.

## TRUSTED LOCAL PARTNER

Iowa Total Care is committed to providing trusted, high-quality, high-value care to Iowa residents. We are an Iowa-based organization with local staff, experience, leadership and decision making. We specifically designed Iowa Total Care for Iowa; we are a trusted partner, innovative thought leader and are continuously improving future pathways for better health outcomes. We firmly believe that it is best to belong to our communities and deliver care locally.

## PROMOTING WHOLE PERSON HEALTH

Over the last five years serving Iowans, we have developed a high-quality, culturally competent network supporting members with timely access to equitable, whole-person care with their provider of choice. As an incumbent and trusted partner, Iowa Total Care will continue to build upon our successful provider network to meet the unique needs of the over 239,000 members we serve. With over 240 community hospitals (including 100% of hospitals in Iowa) and over 50,000 unique providers, our network includes over 6,000 behavioral health providers and over 7,100 LTSS and HCBS providers.

*Transforming the health of the community, one person at a time.*

1080 Jordan Creek Parkway  
Suite 400 South  
West Des Moines, IA 50266  
**1-833-404-1061** (TTY: 711)

For more information: [ITC\\_MarComm@IowaTotalCare.com](mailto:ITC_MarComm@IowaTotalCare.com)

### STAY CONNECTED!

Search Iowa Total Care on [Facebook](#) and [LinkedIn](#) to connect with us on socials. Subscribe to our quarterly [Outreach Newsletter](#) to see constant updates on our outreach efforts, volunteer events, updates and more.