



Helping Texas Communities Thrive

COMMUNITY INVESTMENT REPORT 2024



A Message from our CEO

For 25 years, Superior HealthPlan has been proud to serve Texans by providing quality healthcare coverage.

When we first opened our doors in 1999 in El Paso, our goal was to be a **local healthcare company, with local employees working with local organizations and providers** to make a difference in the lives of our members.

Today, we support nearly 2 million people across all 254 Texas counties, but our commitment to local healthcare has never changed. This annual community investment report is a clear demonstration of that commitment.

For example, in 2024, we were able to:



Provide **\$1,197,120** in grants and sponsorships to organizations across Texas.



Organize or attend more than **2,200** events in **176** communities.



Partner with nonprofits and schools to open or support **24** hygiene closets.



Volunteer more than **1,800** hours to support Texans.

We do not do this work alone, which is why we are incredibly grateful for the many providers and community-based organizations we partner with each year. Together, I'm confident we can continue to transform the health of the communities we serve, one person at a time.



Mark Sanders
President and CEO
Superior HealthPlan

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Our Mission

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

Supporting Texas Communities

2024 at a Glance



759

Community Partners



176

Communities Impacted



2,223

Events & Presentations



227

Total Sponsorships & Grants



1,207,620

Total Contributions



1,917,142

Total Membership



3,340

Total Employees

\$43 Million in Extra Benefits

In 2024, Superior proudly shared the investment we've made over the past five years in extra benefits for members enrolled in Medicaid or the Children's Health Insurance Program (CHIP). Known as Value-added Services*, these extra benefits, which are not covered by Medicaid, provide additional support for low-income families in Texas.

"Medicaid and CHIP coverage is a lifeline for millions of Texans each year. We're proud to add on to those benefits with our Value-added Services because we know they make a real difference in people's lives."

**Value-added Services may have restrictions and limitations.*



Dr. Susan Mills
Sr. Vice President
Population Health &
Clinical Operations



25-year Anniversary Grant Award

In recognition of Superior's year-long 25th anniversary celebration, the company awarded one \$25,000 grant to a community-based organization in Texas. From a pool of 10 finalists, more than 400 Superior employees submitted their votes to select the award winner, which will use the funding to teach students about mental health.

Congratulations to **National Alliance on Mental Illness (NAMI) El Paso** on receiving this special grant award!

Transforming Healthcare Together

Superior HealthPlan partners with community-based organizations across the state to help **Texans get the services and resources they need, right where they are.** By partnering with schools and nonprofits, we're making an impact through parent and family education events, hygiene closet sponsorships, events tailored to the needs of senior citizens, and many others.



Family Promise of Lubbock

"It might take a village to raise children in one family, but it takes a whole city to rise up and serve families who are vulnerable and need our support. Think about how many people you have supporting your family. Oftentimes, the families we serve don't have many healthy connections that can bridge them toward stability. With support from partners like Superior HealthPlan, we can walk alongside these families."

Monica Martin
Interim Executive Director



The Last Patrol, Dallas

"The Last Patrol wants to thank Superior HealthPlan for their support that made it possible for the senior citizens of Martin Weiss Recreation Center in Dallas to enjoy a night out at the movies. Partnerships like this one with Superior allow us to host events that are critically important for our seniors, providing them with opportunities for social interaction, mental stimulation, and physical activity and help us continue to create more moments of joy and connection for our beloved elders."

Ambrocia Ramirez
Executive Director



Weslaco Little League

"We would like to extend a huge thank you to Superior HealthPlan for their sponsorship that will enable our baseball and softball teams to have fun and keep playing ball. Additionally, we want to share our gratitude for Superior for holding a community health fair, helping support health and wellness for Weslaco."

Andres Arredondo
President



A Team Effort to Improve Health



In 2024, Superior launched a new partnership with the San Antonio Spurs. **The Jr. Health Champion of the Month program is a unique initiative for children and youth across the San Antonio area, aimed at encouraging healthy choices, such as immunizations, Texas Health Steps checkups, and healthy eating.** To expand its reach, Superior continued the program even after the NBA season came to a close, proudly teaming up with San Antonio FC, part of the United Soccer League.

Key details of the program include:

- The program is free to join for children ages 17 and younger.
- Anyone who signs up will be entered into prize drawings for game tickets, a unique fan experience, such as being the Official Ball Kid (pictured above), and special events throughout the year.
- Anyone in the San Antonio area can join.
- The program was renewed for a second year and will continue through the 2024-25 basketball and soccer seasons.



Learn more about the
**Jr. Health Champion of
the Month program today!**



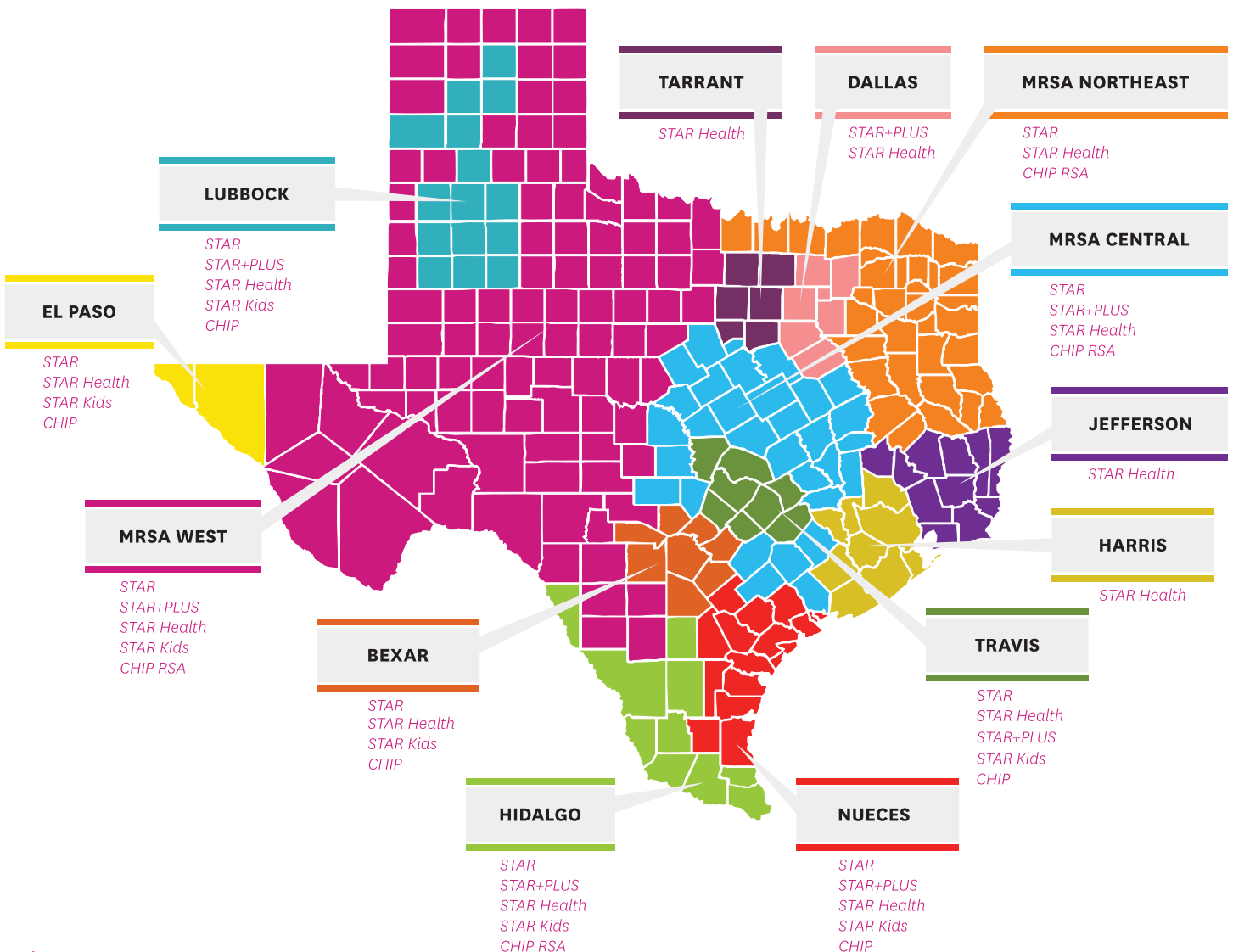
superior
healthplan™



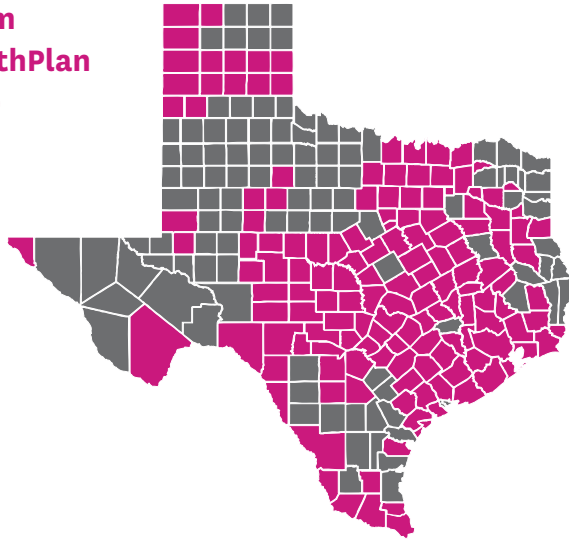
Plans for Life

Superior provides healthcare coverage through nine product lines, including Medicaid, CHIP, Medicare and the Health Insurance Marketplace. These products are designed to help some of the most vulnerable people in Texas.

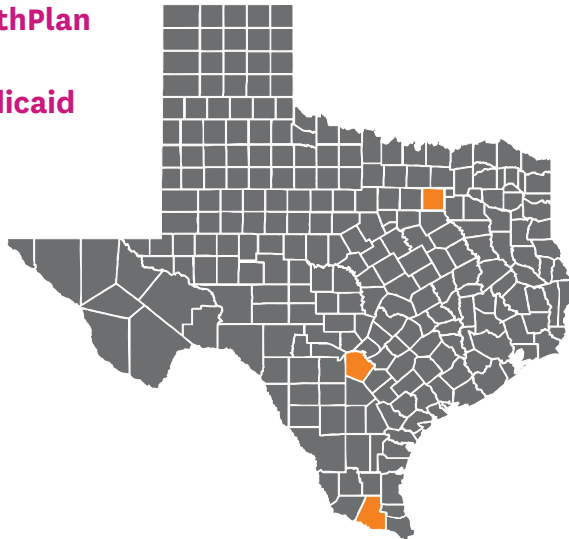
- **CHIP Perinate:** Prenatal and delivery services for unborn children of women from low-income backgrounds who are pregnant and do not qualify for Medicaid.
- **CHIP:** Healthcare coverage for families whose income is too high to qualify for Medicaid, but who can't afford to buy private insurance.
- **STAR (Medicaid):** Healthcare coverage for people from low-income backgrounds.
- **STAR+PLUS (Medicaid):** Healthcare coverage for people from low-income backgrounds who are elderly or who have a disability.
- **STAR Kids (Medicaid):** Healthcare for children with disabilities, special needs or chronic conditions.
- **STAR Health (Medicaid):** Healthcare coverage for children and youth in foster care.
- **STAR+PLUS Medicare-Medicaid Plan (MMP):** Healthcare for seniors and people who have disabilities who are enrolled in Medicare Parts A, B, and D and receive full Medicaid benefits.
- **Wellcare:** Texas Medicare Advantage programs for members who are eligible for Medicare, or Medicare and Medicaid (dual eligible). In 2020, Wellcare, Wellcare Texan Plus and Superior joined forces to better serve Medicare members.
- **Ambetter from Superior HealthPlan:** Affordable insurance for Texas residents through the Health Insurance Marketplace.



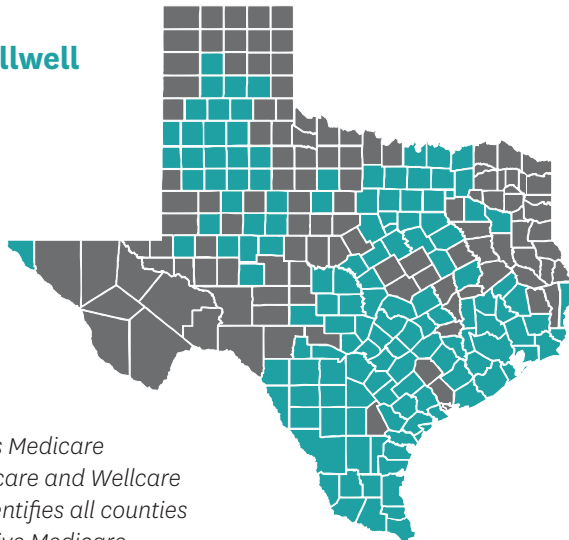
**Ambetter from
Superior HealthPlan
(Marketplace)**



**Superior HealthPlan
STAR+PLUS
Medicare-Medicaid
Plan (MMP)**



**Wellcare &
Wellcare By Allwell
(Medicare)**



Note, Superior provides Medicare coverage through Wellcare and Wellcare By Allwell. This map identifies all counties where Texans can receive Medicare through at least one of these programs.

CENTENE[®]
Corporation

Centene Corporation, a Fortune 500 company, is a leading healthcare enterprise that is committed to helping people live healthier lives. The Company takes a local approach – with local brands and local teams – to provide fully integrated, high-quality and cost-effective services to government-sponsored and commercial healthcare programs, focusing on under-insured and uninsured individuals. Centene offers affordable and high-quality products to more than 1 in 15 individuals across the nation, including Medicaid and Medicare members (including Medicare Prescription Drug Plans) as well as individuals and families served by the Health Insurance Marketplace.

Supporting the People of Uvalde



Providing access to high-quality care is central to our mission to transform the health of the communities we serve, one person at a time. This includes our partnership with organizations like Big Brothers Big Sisters of America (BBBSA). The impact of this collaboration was on display in 2024 as BBBSA recognized Superior and the Centene Foundation, the philanthropic arm of Superior’s parent company, Centene Corporation, for ongoing support of the Uvalde community.

The recognition focused on Superior’s partnership with Big Brothers Big Sisters of South Texas to help initiate the launch of a local chapter in Uvalde during the annual BBBSA National Conference in Dallas. Superior, Centene, and the Centene Foundation have worked closely with Community Health Development, Inc. (CHDI), a Uvalde-based federally qualified health center, to offer support for the Uvalde community following a mass shooting in May 2022, where 21 people – including 19 children – lost their lives.



Watch this video for a look back at how Big Brothers Big Sisters recognized a continued commitment to support Uvalde.



“

We are proud to work with BBBSA – an organization that shares our commitment to healthier communities – and are humbled by this recognition. We look forward to continuing to impact the health and well-being of communities across Texas with BBBSA.”

Mayela Castañon

CEO, Community Health Development, Inc.



A New Community Center: In December 2022, Superior and the Centene Foundation provided \$7.9 million in funding to build a new community center, which broke ground in June 2024. Once complete, the center will offer space for healthcare services, local retail vendors, and educational services.



Expanding Virtual Care: In 2024, Superior announced an investment of \$250,000 to ensure all Uvalde Consolidated Independent School District students have access to virtual care through Hazel Health – at school and at home – through the 2028-2029 school year.



Community Event Sponsorships: Superior and the Centene Foundation have sponsored back-to-school fairs and other events like the 23rd Annual Wellness Fair to provide Uvalde area families with school supplies, access to routine vaccinations, and medical checkups.

Meeting the Needs of Our Members

Superior HealthPlan provides a variety of initiatives designed to uplift and support some of our most vulnerable neighbors. Expanding access to essential personal care and household items through hygiene closets is one way we're **addressing the immediate needs of the community** and helping foster a culture of support and empowerment for all Texans.



2024 Hygiene Closets

- Abilene
- Alto
- Austin
- Belton
- Canutillo
- Corpus Christi
- Dallas
- Donna
- El Paso
- Gun Barrel City
- Lubbock
- Odessa
- Pharr
- San Angelo
- San Antonio
- San Marcos
- Temple
- Tyler
- Victoria
- Waco



See more events that Superior hosts for our members and the community.



Total Funding
\$145,000



Individuals Served
31,635



Households Impacted
8,069

Empowering Texans with Disabilities

Through targeted programs and sponsorships aimed at creating supportive environments that cater to diverse sensory needs, **we're enhancing inclusion through accessibility** for the Texas community.



An Event for All Children

Each month, Superior hosts sensory-friendly showings in theaters across Texas. These movies feature brightened light levels, reduced sound volume, and room for attendee interaction and movement. Offered at no cost for guests and their families affected by autism and other sensory processing disorders, individuals who otherwise may not have access to the accommodations they need can now enjoy the theater with loved ones.



A Day at the Fair

At the 3rd Annual Special Sensory Day at the Fair, families affected by autism and other sensory processing disorders enjoyed a fun-filled day with accommodations designed for their unique needs. Following the 2023 proclamation by Odessa Mayor Javier Joven naming September 6 as the official Sensory Day at the Fair, more than 1,500 Odessa-area community members attended the event in 2024, all at no cost to them.



Improving Access to Care

Hosted by Sensory Palace in McAllen, Superior sponsors a monthly play date through the Rio Grande Valley Down Syndrome Association to help children get access to the equipment and toys they need while stimulating their senses. This includes a climbing wall, sensory swings, and a calming room, helping children with their development in cognitive skills, anxiety management, and motor function, all while having a blast!



Cinema Touching Disability Film Festival

In support of the Coalition of Texans with Disabilities, Superior was a proud sponsor of the 21st annual Cinema Touching Disability Film Festival in Austin. The festival aims to change the picture of disability through film. As the top cinematic celebration of disability in Texas, it features independent filmmakers from around the world. The two-day event provides a unique and entertaining way to positively view disability.

A Culture of Giving Back

One important aspect of what makes Superior's impact on Texans so special is that our employees – more than 3,300 dedicated individuals – **live and work in the communities we serve**. That means each of us share a commitment to helping our neighbors and are proud to support our mission in an effort to positively impact the health and wellness of everyone in the Lone Star State.



Filling Cups While Filling Hearts: The STAR Kids Behavioral Health team, in the Hidalgo County area, assisted Superior's community partner, Loaves and Fishes, with cleaning and meal preparation to help bridge a gap for those in need. The team **prepped nutritious meals for unhoused individuals** in their community who otherwise have limited access to food or shelter.



Planting Seeds of Hope: Through United Way for Greater Austin, Superior's Communications team spent hours **helping cultivate the garden at Wholesome Generation, a women-founded community school in Austin**. The team also came together and got their hands dirty in the creek behind the school, which will allow the children to enjoy the area free of fallen trees and debris.



Blessing the Austin Community: Superior's medical directors were part of a volunteer effort through Austin Blessing Co-op to help **feed 300 families and fill the shopping bags of 40 walk-up clients** who are primarily unhoused. With a goal to serve those most in need in the Austin area, the team walked away with a renewed appreciation and compassion for those we serve.



More than 70 Superior HealthPlan employees teamed up for the annual March for Babies event in support of March of Dimes' fight to improve health outcomes for moms and babies. Superior was named one of the biggest supporters at the event, with employees contributing more than \$10,500. We were proud to see a sea of raspberry show up in support of this important mission.

Community Impact in Action

Superior and Centene launched the Employee Impact Network in 2022 to connect employees with community service opportunities, making it easier to find ways to give back. Employees can now also make a one-time charitable contribution to a nonprofit of their choosing through Centene's new \$hare for Good campaign.

Texas Event Volunteerism

As part of a new initiative, Centene employees in Texas, many of whom work at Superior, answered the call to take their community involvement to the next level. By signing up to receive alerts when their assistance is needed at member and community events across the state, they've stepped up to the plate to support Texans.

\$32,081

Using a \$10 charitable reward - along with a company match - 743 employees donated to a nonprofit of their choice.

1,855

Employees completed hundreds of hours of service, volunteering at organizations in dozens of Texas communities.

Making an Impact



“When you feel hopeless that you can’t help your child, you want someone that has your back. Without Shea and Superior HealthPlan, I would still be lost.”

Andrea
Superior HealthPlan
Member

When he was younger, Anthony was diagnosed with severe health issues, including asthma and allergies. **He went to the hospital multiple times and wasn't getting better.** Then, in 2022, a Superior HealthPlan Care Manager, Shea Bernal, began working with his mother and doctors to identify underlying health issues, which led to a successful tonsillectomy and adenoidectomy in July 2023. Since then, Anthony has avoided going to the ER and is able to participate in sports and other activities he previously missed out on.



Liam faced significant health challenges when he was born in 2021. Shortly after his arrival, he was in the neonatal intensive care unit for a heart issue. **Making matters worse, he contracted COVID-19 at just 6 weeks old, causing a range of health concerns for him and his mother, Taylor.** Medicaid coverage was a lifeline for their family, while having access to quality providers, like his pediatrician, helped save his life. Liam and his brother, Elliott, are now thriving, thanks to Medicaid coverage through Superior HealthPlan.



Each month, in cities across Texas, Superior’s Community Outreach and Care Management teams collaborate to host educational showers for our members. In June 2024, **one of those baby showers featured a special guest – Pro Football Hall of Famer Darrell Green, a Texas native and ambassador for Centene’s Strong Youth Strong Communities program.** Green participated in a fireside chat where he spoke about his experience as a parent as well as his commitment off the field in supporting children.

Unique Programs of Support



Start Smart for Your Baby®

For 15 years, **this evidence-based initiative has provided health education for pregnant members to improve maternal and newborn health** while reducing the risk of birth defects. The program is designed to customize the support and care members need for a healthy pregnancy and baby.

Start Smart for Your Baby® incorporates care management, care coordination, and health education to improve maternal and infant health. Members enrolled in the program have access to:

- **Care Management:** Superior's Care Managers are registered nurses and licensed social workers who work with members to schedule provider appointments, provide transportation assistance, offer breast feeding support, and find resources that help them get well and stay well.
- **Rewards*:** Superior members who are pregnant can earn up to \$100 in My Health Pays® rewards each year for attending prenatal appointments and \$50 in rewards for postpartum care. Members also have access to food, cribs, diapers, diaper bags, housing, and clothing.

**Restrictions and limitations apply.*



Superior Celebrations

Superior hosts birthday celebrations for our members under three years old, providing them with an opportunity to play with other children their age and enjoy food in celebration of their big day. And the best part? Their parents get to meet families in their area while also learning about the services and benefits available to them through their Superior plan.



Learn more about how we support new moms.

Foster Care Centers of Excellence

In partnership with the Texas Health and Human Services Commission (HHSC) and the Department of Family and Protective Services (DFPS), Superior HealthPlan launched the STAR Health Medicaid program in 2008 to improve healthcare for children and youth in foster care. Today, Superior's legacy as **the first managed care organization in the country to provide statewide healthcare to youth in foster care** continues to impact the lives of members and their caregivers.

To further this work, Superior established a Foster Care Center of Excellence (FCCOE) program in 2017, which is made up of providers that have foster care expertise, helping to streamline services for STAR Health members. They also improve collaboration between Superior and the following groups:

10
The number
of FCCOEs
in Texas



Primary Care Providers



Foster parents



Medical consenters



Child/member



Behavioral health providers



Department of Family and Protective Services



Child-placing agencies

A Foster Care Center of Excellence includes:

- Providers that have met more than 30 criteria, including quality improvement initiatives, program processes and staff requirements.
- Behavioral health resources, including care services for emotional or developmental issues.
- Access to Superior Service Coordinators who help members and caregivers understand benefits, get help with appointments, find transportation and identify community resources.



Superior is proud to work alongside our Foster Care Centers of Excellence each year to support children and youth in foster care. Having access to comprehensive healthcare and other support services is a key component of our commitment to delivering high-quality care to each member we serve."

Nathan Hoover
Vice President of Behavioral Health Services
Superior HealthPlan

MIND at Home

In 2019, Superior began working with Johns Hopkins University to adopt their program called MIND at Home to support members who have dementia as well as their caregivers. It's been incredibly impactful for participants, leading to an initial 16% decrease in ER visits.

Maximizing Independence at Home **(MIND at Home)** is a comprehensive, home-based care coordination intervention for people with **Alzheimer's disease or related dementias (A/D)** who live in the community and their caregivers.

The program was developed by researchers at Johns Hopkins and the model has shown to extend the time a person with A/D remains at home while improving quality of life and quality of care and reducing caregiver burden.

- Through home-based assessments of 13 memory-care domains, care plans are created, implemented, monitored, and revised over the course of the illness.
- Non-clinical Memory Care Coordinators work with a clinical team to provide education and coaching and serve as liaisons and resource navigators, connecting families to medical professionals and community resources.



Through Superior HealthPlan, Care Manager Marilu Segovia (left) and Memory Care Coordinator Mayra Rodriguez are helping reshape the dementia journey for many San Antonio residents.



When I met with the team at [Johns Hopkins], I thought, 'This is what we're looking for to help not just our members, but the ones taking care of them.'"

Noemi Smithroat
Vice President of Clinical Operations



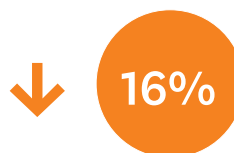
It has been a miracle. This program that [Superior HealthPlan] has is nothing but excellent."

Lucia "Lucy" Hernandez
Daughter of Superior HealthPlan member

MIND at Home Results*



Increase in primary care utilization.



Reduction in emergency department utilization.



Reduction in the use of multiple medications.

*Results from initial pilot program.

Recognizing Our Impact

Superior is one of Centene's largest health plans in the country. With a localized approach to care, Superior is proud to be part of a family of companies that move the needle in **transforming the health of the communities we serve, one person at a time**. Below are a few of the many ways Superior and Centene were recognized both locally and nationally in 2024.



Best Place for Working Parents: For a fourth consecutive year, Superior was recognized for continuing a commitment to workplace flexibility and family-friendly policies. These benefits include expanded parental and caregiver leave options, flexible workplace policies, including remote and hybrid working arrangements, adoption reimbursement support for parents adopting a child, and tuition reimbursement for undergraduate and graduate degree plans.



March of Dimes: Since 2015, Superior has supported March of Dimes, an organization that aims to end preventable, preterm birth as well as maternal and infant mortality. In 2024, Superior employees raised more than \$10,500 in support of moms and babies. In recognition of this achievement, March of Dimes named Superior as the third overall highest supporting organization in Austin, helping continue the fight to reach their life-saving mission.



TACHC: Superior HealthPlan President and CEO, Mark Sanders, received the 2024 Texas Association of Community Health Centers Board Chair's Award. Mark, who has served as CEO since 2017, accepted the honor on behalf of the company during the 41st Annual TACHC Conference in Fort Worth. The award came as Superior celebrated its 25th anniversary in 2024, representing a long-time commitment to supporting Texans and communities across the state.

About Centene

- For a sixth consecutive year, Centene was named as one of the Fortune® 2024 World's Most Admired Companies™ in the U.S.
- Centene now ranks No. 22 on the Fortune 500® List (2024) of largest U.S. corporations by revenue. Centene has risen 464 spots since debuting on the list in 2010.
- Once again, Centene has been named one of America's Most Innovative Companies by Fortune. Centene is one of 200 companies included on the list.
- Centene now ranks No. 16 on the Fortune "Best Workplaces in Health Care™" 2024 list, up from number 27 in 2022.
- Named one of America's Greatest Workplaces in 2024 by Newsweek magazine, Centene received a five-star rating among 1,000 U.S. companies for the second year in a row.



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





SuperiorHealthPlan.com

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