



# CareFirst Commitment

*Making a Difference in our Communities*

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**Governor's Grants Conference March 21, 2013**

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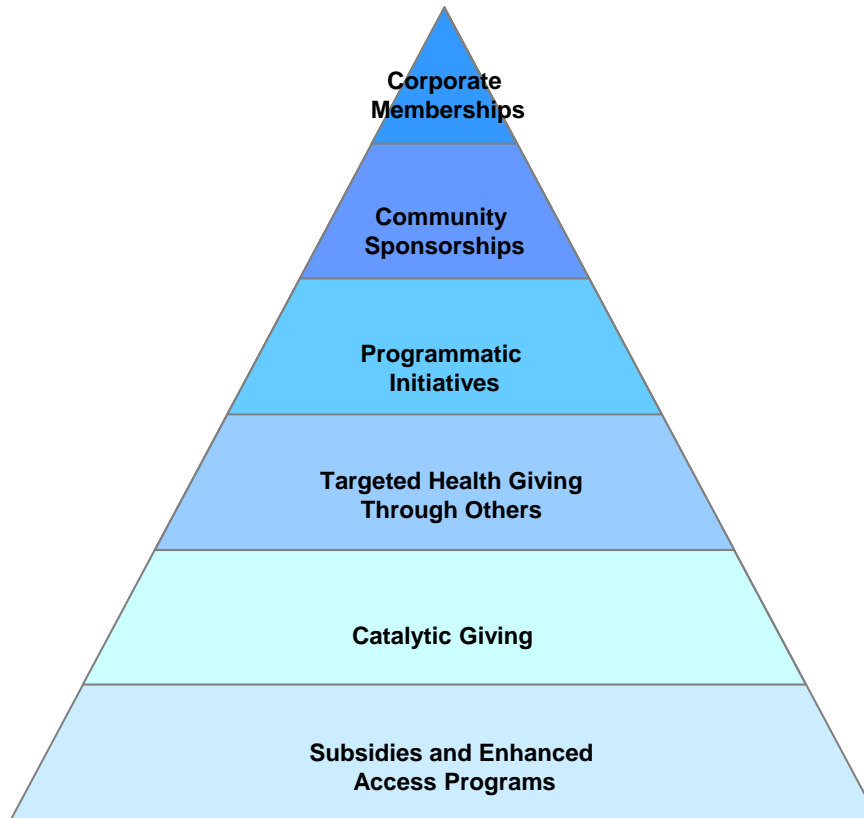
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## The CareFirst Organization.....

- ❑ The largest insurer in the Mid-Atlantic region, serving 3.4 million members
- ❑ Employs about 5,000 associates and contractors in Maryland, Washington, D.C., Northern Virginia, West Virginia and North Carolina
- ❑ Has the largest provider network in the region, with more than 80 percent of the region's health care providers participating in one or more networks
- ❑ Launched the nation's largest Patient-Centered Medical Home (PCMH) program of its kind
- ❑ Since 2008, through our CareFirst Commitment program, we've contributed more than \$340 million to community programs designed to increase health care access, affordability, safety and quality throughout Maryland and the National Capital Area

## Strategic Giving...



- Our community giving program is strategic and carefully guided by an overarching goal of dedicating resources to initiatives that catalyze change and create systemic efficiencies in the health care delivery system.
- In priority order, our giving is focused on:
  - Subsidies to enhance health care access
  - Catalytic giving to improve the health system
  - Targeted giving to organizations that seek to improve health, and
  - Community sponsorships and memberships

## Catalytic Funding...

CareFirst funds innovative community initiatives and programs throughout our service area:

- to improve the region’s health care delivery systems,
- identify and seek to promote change on broader health initiatives, and, ultimately,
- to affect the long-term health of our community.



More specifically, we’ve focused our efforts on five key areas to address these objectives:

- Improving Maternal and Child Health;
- Battling the Obesity Epidemic;
- Empowering the Region’s Safety Net Clinics;
- Addressing the Region’s Shortage of Nurses; and
- Expanding CareFirst’s Patient-Centered Medical Home Concept



## Supporting the Community...

### Corporate Memberships & Sponsorships

Last year, we sponsored more than 344 events, region-wide, with non-profit partners. These events support the operating budgets of their organizations.



### Associate Volunteerism

- American Heart Association Internal Fundraising
- United Way Campaign
- Volunteerism
  - Promote participation using the latest tools and technology
  - Incentives such as matching funds and recognition



# Grant Funding...

## Grant Applications:

[www.carefirstcommitment.com](http://www.carefirstcommitment.com)

- Apply online @carefirstcommitment.com
- Applications reviewed and approved during 3 grant cycles
- Deadlines for each award cycle is February 28, June 30 and November 30

The screenshot shows the CareFirst website's 'How to Apply for a Grant' page. The page features a navigation menu with options like 'Members & Visitors', 'Employers & Benefits Managers', 'Providers & Physicians', and 'Brokers & Agents'. A sidebar on the left contains a menu with 'Community Home', 'About CareFirst Commitment', 'What We Fund', 'Apply for Funding' (highlighted), 'Matching Grants', and 'Community News'. Under 'Apply for Funding', there are links for 'How to Apply for a Grant', 'How to Apply for a Corporate Sponsorship', and 'FAQs'. The main content area is titled 'How to Apply for a Grant' and includes a list of steps: 1. Confirm that your request is consistent with funding priorities and requirements established by the CareFirst Board of Directors. 2. All applications must be submitted online using the Grant Application link at the Apply Online Now portal available on this and every page of the CareFirst Community website. Below this, there is a section titled 'How Grant Applications Are Processed' which states that applications are reviewed during three cycles each year, with deadlines on February 28, June 30, and November 30. A 'Please note' section follows, encouraging non-profit organizations to submit proposals well in advance and warning that incomplete applications will be returned. A 'Questions?' box on the right side of the page asks users to send questions to community.affairs@carefirst.com. At the bottom of the page, there is a blue bar with the number '6' and the text 'PROPRIETARY AND CONFIDENTIAL'.

## Questions...

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