



Community Health Fairs 2024

Outcomes & Community Impact



Ambetter Community Health Events 2024

- Ambetter of Tennessee Community Health Fair
- Ambetter of Alabama Community Health Fair
- Ambetter from Meridian Health Community Health Fair
- Ambetter from Magnolia Health Community Health Fair
- Ambetter from Superior Health Community Health Fair
- Ambetter from Superior Health Provider Expo



Ambetter Health Community Relations

Impacting Lives and Building Healthier Communities

Through community partnerships and investments that align with our core principles and priorities, we will directly address the improvement of access and quality of health care for all, thereby reducing disparities and improving communities.

By creating effective partnerships between Ambetter Health and the people within the community, Ambetter Health is able to positively transform and improve the social determinants of health for our communities and members that reside within them.

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

Ambetter Community Health Fairs & Provider Expo 2024



By the Numbers:

Total Attendees: **Over 1,718**

Total Provider Partner Attendees: **More than 60**

Health Plan and Corporate Teams Represented: **28**

Community and Provider Partners: **86**

Language Support Provided: **3 (English, Spanish, Arabic)**

Event Features:

- Health Screenings
- Vision Exams
- Barber
- Bounce Houses
- Games
- Massage Therapist
- Cartoonist
- Cartoonist
- Photographer
- Food Trucks
- Popcorn & Cotton Candy
- Celebrity Guests
- Raffle Prizes (Laptops, Bicycles & Helmets, and More!)

Building on Relationships

One CenTeam

We are proud to acknowledge the dedication and support of our internal stakeholders, whose contributions were essential in making the Ambetter Community Health Fairs and Provider Expo a success. As One CenTeam, we came together to transform our communities.

External Partners

The Ambetter Community Health Fairs provided the opportunity to deepen relationships with various local health agencies, providers/federally qualified health centers, nonprofit organizations, brand ambassadors, brokers and vendors (small and WBE/MBE certified businesses).

A very special thank you
to our partners at:





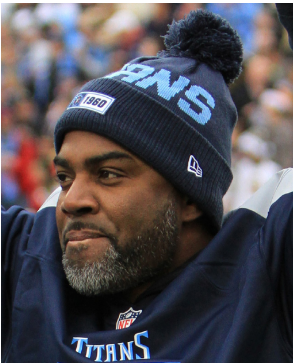
Antioch, Tennessee


Saturday, August 24, 2024



The Ambetter Community Health Fair was held at the Southeast Community Center in Antioch, Tennessee, a suburb of Nashville. Ambetter Health partnered with our state health plan in the planning of this event, which featured health screenings, community resources, games, food trucks, and raffle prizes. Special guests included Kevin Dyson, Former Tennessee Titans Player, and the Titans Cheerleaders. Also attending was Mocha Lee, Celebrity Fitness Instructor.


SPECIAL GUEST
Kevin Dyson



 Former Tennessee Titans Star

SPECIAL GUEST
Mocha Lee



 Fitness Expert



Event Partners

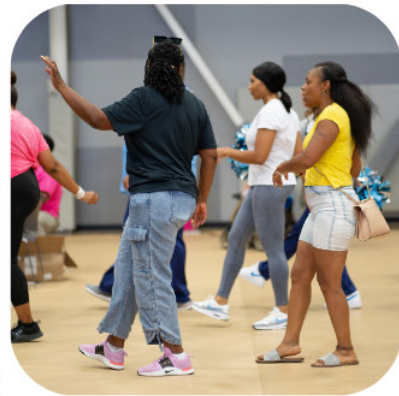
- Envolve Vision
- FarmBox Rx
- Heal Pros
- American Red Cross
- We Go
- Tennessee Oncology

- Meharry Medical Group
- Meharry Dental Group
- Corner to Corner
- Cedar Recovery
- Community Quick Care
- Mercy Community

Healthcare

- Galen College of Nursing
- Marian University
- Fortis Institute

Antioch, Tennessee



Mobile, Alabama

Saturday, September 21, 2024




The Ambetter Community Health Fair was held at the James Seal Park and Community Center in Mobile, Alabama. Ambetter Health partnered with our state health plan in the planning of this event, which featured health screenings, community resources, games, prizes, food, and an appearance by special guest, Pro Football Hall of Famer, Robert Brazile.



SPECIAL GUEST
Robert Brazile



 Pro Football Hall of Famer

Event Partners

- Envolve Vision
- FarmBox Rx
- Heal Pros
- USA Hospital
- Kaiesha Ford
- The Family Center
- Fresenius Kidney Care
- Alabama Public Health Dept.
- Center for Fair Housing
- Revella Health
- Lynwood Skilled Nursing
- Lifeline Mobile Counseling Services
- Better Health Group
- Gentiva Hospice
- Aids Alabama South
- Mobile Police Dept.

Mobile, Alabama





Detroit, Michigan

Saturday, October 26, 2024



The Ambetter Community Health Fair was held at the A.B. Ford Park and Community Center on the beautiful riverfront in Detroit, Michigan. Ambetter Health partnered with Meridian Healthplan in the planning of this event, which featured health screenings, community resources, games, food trucks, and raffle prizes.



Event Partners

- Envolve Vision
- FarmBox Rx
- Heal Pros
- Everly Care
- DeltaDental
- Detroit Reconnect
- Detroit Lead
- Program
- Words of Hope 4 Life
- Feonix
- Link Up
- Affirmations LGBTQ+ Community Center
- Eastern Market Farm Stand
- Detroit Community Care Network
- National Kidney Foundation
- Back to You Physical Therapy & Rehab

Detroit, Michigan





Tupelo, Mississippi

Saturday, November 2, 2024



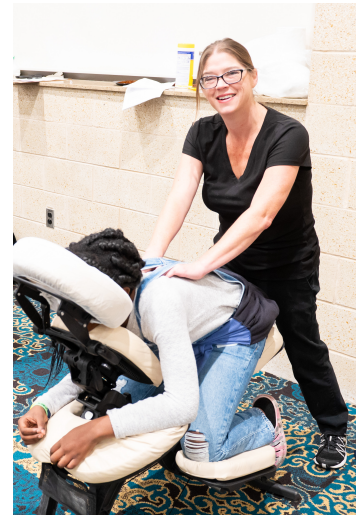
The Ambetter Community Health Fair was held at the Cadence Bank Arena & Conference Center in Tupelo, Mississippi. Ambetter Health partnered with Magnolia Healthplan in the planning of this event, which featured health screenings, community resources, games, prizes, food, and an appearance by special guest, Brandon Bennett, Elvis Presley Tribute Artist.

SPECIAL GUEST

Brandon Bennett



 Elvis Presley Tribute Artist



Event Partners

- Envolve Vision
- FarmBox Rx
- Heal Pros
- Walgreens
- The Shine Foundation
- Glamour Enterprises
- Bell & Associates
- Jackson Insurance
- Elite Care Family Medicine
- Wear It Well, Inc.
- Aiming for Healthy Families
- WIC of Mississippi
- Safe, Inc.
- The Early Childhood Coalition
- Easter Seals
- North Mississippi Health Services
- Mississippi Tobacco Coalition
- Faith Haven Children's Emergency Shelter
- Access Health
- Lee County Health Dept.
- Diamond Grove Center
- Parkgate Pregnancy Center
- Registered Nurse Association of Mississippi
- Cancer Care
- Lee County Sheriff's Office
- Tupelo Police Dept.

Tupelo, Mississippi





Rosenberg, Texas

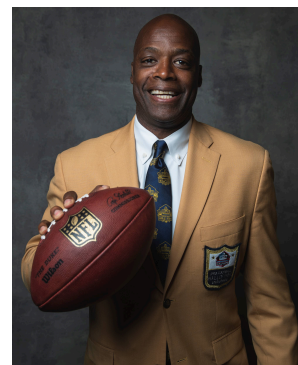
Saturday, November 9, 2024



The Ambetter Community Health Fair was held at the Rosenberg Civic Center in Rosenberg, Texas, a suburb of Houston. Ambetter Health partnered with Superior Healthplan in the planning of the event, which featured health screenings, community resources, games, prizes, food, and an appearance by special guest, Pro Football Hall of Famer and two-time Superbowl Champion, Darrell Green.



SPECIAL GUEST Darrell Green

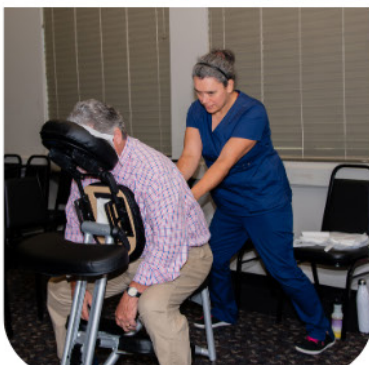


 Pro Football Hall of Famer

Event Partners

- Envolve Vision
- FarmBox Rx
- Heal Pros
- Busy Bee
- LIFE Houston Baby Formula, Inc.
- Texas A&M Agrilife
- Texans Recovering Together
- Attack Poverty
- Boys and Girls Club
- Texas State Technical College
- Catholic Charities
- Houston Food Bank's Community Assistance Program
- Fort Bend Regional Council
- Combined Community Action, Inc.
- Pregnancy Resource Medical Center
- Covenant Community Capital
- Katy Christian Ministries

Rosenberg, Texas





Katy, Texas

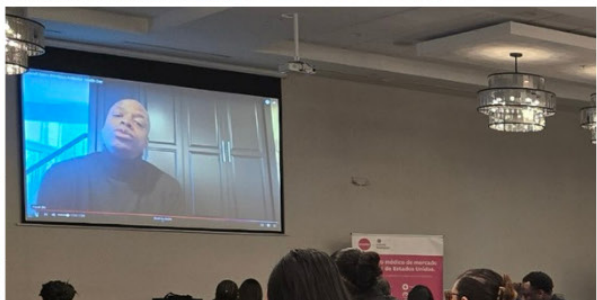
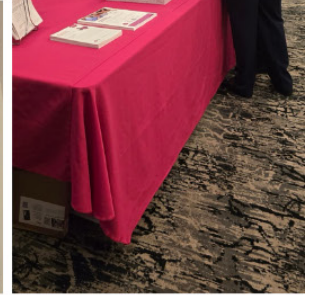
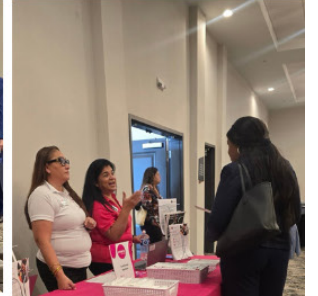
Thursday, October 16, 2024



A provider partner event was piloted in Katy, Texas, on October 16, 2024. A total of 8 Health Plan and Corporate Teams were represented at the event, with over 50 Ambetter Health providers attending. Providers had the unique opportunity to engage with representatives from multiple departments, ask specific questions, and discuss any current issues or concerns. Participants received a boxed lunch and were welcome to come and go as their schedule permitted.



Katy, Texas



Invitation & Outreach

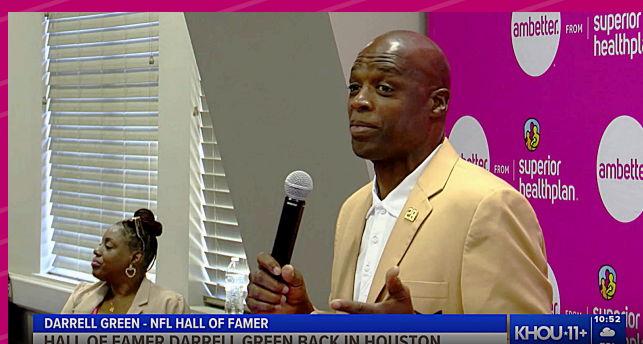
Ambetter Marketing Engagement and Communications (AMEC) and Corporate Marketing teamed up to develop an omni-channel outreach campaign connecting with both prospects and members. Digital outreach materials to members included: Promotional Emails with event information, SMS text message out to members within a certain radius of the events, a Web Banner, Web Article and a Post-Event Thank You Email to attendees.



A multi-state outreach campaign was conducted to support the Ambetter Community Health Fairs, emphasizing community engagement through corporate marketing resources and promoting overall health resources. The inclusion of bilingual resources and support allowed for effective engagement with Spanish-speaking communities.

The campaign utilized strategic distribution methods of compliance approved print materials, including door hangers, yard signs, and flyers, to reach high-traffic residential areas and businesses, such as salons, churches, libraries, community centers, gas stations, restaurants, schools (community colleges and charter schools), and grocery stores within 5-to-10-miles of the event.

Video



[WHOU 11 - Houston](#)
[Hall of Famer Darrell Green Back in Houston](#)



[Reels: Ambetter Health](#)

Thank You to Our Volunteers!

What Our Volunteers are Saying About the Ambetter Community Health Fairs:

“Volunteering was a truly rewarding experience. It was wonderful to connect with the dedicated professionals working at the health plan and learn more about their roles. Equally fulfilling was the opportunity to meet and assist members of the community, offering support where I could. Being able to contribute and make a difference, even in small ways, was incredibly gratifying, and it was inspiring to witness the positive impact of these events on people's lives.”

-Greg B., Contact Center Operations

“I volunteered...at the Ambetter [Community] Health Fair, where I provided free diabetic and hypertension supplies while educating attendees on managing these conditions for better health. I'm a firm believer that when you help others be blessed, God blesses you more. I feel that we should continue these events, because we probably saved so many lives by educating members and giving out supplies to manage their health. My dad got his eyes checked at the Ambetter Health Fair, and was very pleased to receive a free pair of glasses. There was another member who had their blood pressure checked, and it was a high reading. The member contacted us the next day to thank us. Because of the Health Check, they were admitted to the hospital for care. By hosting that event, we possibly saved this member from having a stroke, heart attack, etc.”

-Meagan B., Patient Advocate

“Attending the [Ambetter] Community Health Fairs in Tennessee and Michigan was incredibly rewarding. As a clinician on the Ambetter Product team, connecting with our members face-to-face and listening to their stories emphasized the value and impact of community health engagement. These conversations make it clear that our products must be aligned with our members' real needs, and these events bring that connection to life.”

- Ellie F., Commercial Product Manager

“At the Ambetter Health Fairs, we had the privilege of connecting with our members — face-to-face and heart-to-heart. It was a wonderful surprise to discover one of our photographers and massage therapists were Ambetter members too! They expressed so much excitement to meet the people behind the product. It was incredible to see their pride in being part of our community in more ways than one. These events reminded us that health care is about community and sometimes, the best connections happen over a blood pressure cuff, a picture, and a massage table.”

- Lori D., Sales and Retention Manager



Thank You to Our Partners!

