

Organization Information

Organization Address and Contact Information

Organization Name:	Mass General Brigham Health Plan
Address (1):	399 Revolution Drive
City, State, Zip:	Somerville, Massachusetts 02145
Web Site:	www.MassGeneralBrighamHealthPlan.org
Contact Name:	Emma Robinson
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Contact Address (1): (If different from above)	
City, State, Zip:	,

Organization Type and Additional Attributes

Organization Type:	HMO
For-Profit Status:	Not-For-Profit
Health System:	Mass General Brigham
Community Health Network Area (CHNA):	Alliance for Community Health (Boston/Chelsea/Revere/Winthrop)(CHNA 19), Blue Hills Community Health Alliance (Greater Quincy)(CHNA 20), Community Health Network North (Beverly/Gloucester)(CHNA 13), Community Health Network of Greater Metro West (Framingham)(CHNA 7), Community Health Network of Southern Worcester County(CHNA 5), Community Partners for Health (Milford)(CHNA 6), Greater Cambridge/Somerville Community Health Network(CHNA 17), Greater Haverhill Community Health Network(CHNA 12), Greater Lawrence Community Health Network(CHNA 11), Greater Lowell Community Health Network(CHNA 10), Greater Woburn/Concord/Littleton Community Health Network(CHNA 15), North Shore Community Health Network(CHNA 14), North Suburban Health Alliance (Medford/Malden/Melrose)(CHNA 16), West Suburban Health Network (Newton/Waltham)(CHNA 18), Worcester Wellness Coalition(CHNA 8),
Regions Served:	All Massachusetts,

CB Mission

Community Benefits Mission Statement

Overview:

Mass General Brigham Health Plan is an NCQA-accredited, not-for-profit health plan headquartered in Somerville, Massachusetts. Mass General Brigham Health Plan has over 30 years of experience providing high-quality health care coverage and services to employers, individuals, and families. As a member of Mass General Brigham, Mass General Brigham Health Plan is advancing a highly integrated model of value-based care with one of the world's leading healthcare systems to transform the customer experience and improve both care and coverage.

This annual Community Benefits Report outlines the initiatives and activities that Mass General Brigham Health Plan carried out during fiscal year 2024 (FY2024) and those it plans to undertake in the forthcoming year to improve the health of residents in the communities it serves.

CB Mission Statement:

Mass General Brigham Health Plan's Community Benefits Program is culturally responsive to the health and social needs of people throughout Massachusetts. Our program improves and maintains health status, promotes health equity for diverse populations, and expands access to health care in the communities we serve and beyond. We identify, develop, and support programs that meet the needs of underserved and vulnerable populations.

Everyone deserves equitable, affordable, and accessible care. That is why Mass General Brigham Health Plan is dedicated to supporting those in need through its Community Benefits Program, which includes:

- Interventions to address gaps in health care.
- Sponsorships and grants to strengthen community-based health care; and
- Community services for those in need.

Mass General Brigham Health Plan's Community Benefits Program is central to all that we do and reflects our commitment to addressing the unmet health and social needs of the communities we serve – a natural extension of our corporate mission. Our vision is to help create a world in which all people live healthier lives. We strive to create a better health system by removing barriers, providing no-nonsense solutions, innovating through partnerships, and delivering compassionate experiences.

Target Populations

Name of Target Population	Basis for Selection
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Black, African American, Latino community with Asthma	Commonwealth of Massachusetts Department of Public Health. (2015). Strategic Plan for Asthma in Massachusetts 2015-2020. Mass General Brigham Health Plan member data.
Black, African American, Latino community with Diabetes	American Diabetes Association. (2016). Health Disparities. Mass General Brigham Health Plan member data 2019-2021
Depression and Antidepressant Medication Management for Minorities and Young Adults	2015 Psychiatric Services, 2014 Psychiatric Quarterly, 2016, American Academy of Pediatrics, 2014 American Psychological Association, 2000 Journal of Internal Medicine, 2006 American Journal of Psychiatry, 2010 Depression and Anxiety, Mass General Brigham Health Plan member data.
Chronic Opioid Dependence	2015 Massachusetts Registry of Vital Records U.S. Department of Health and Human Services
Social Determinants of Health	Mass General Brigham Health Plan 2019-2021 Health Equity Data 2019 County Health Rankings & Roadmaps, Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. U.S. Census Bureau.
Mental Health and Substance Abuse	Chronic Opioid Dependence: Data Brief: Opioid Related Overdose Death Among Massachusetts, Residents, MA Department of Public Health, February 2019)

Publication of Target Populations

Not Specified

Hospital/HMO Web Page Publicizing Target Pop.

Not Specified

Key Accomplishments of Reporting Year

Mass General Brigham Health Plan ("the Plan") continues to offer programs and services to the members of the Massachusetts community to ensure all members of the Commonwealth are able to live a healthy and active lifestyle. Through the development and investment of informational and educational resources leveraging innovative partnerships with the Mass General Brigham Health System and other service organizations within Massachusetts, the Plan is able to make life changing impacts within the community.

In FY24, Mass General Brigham Health Plan distributed more than \$400,000 to local organizations across Massachusetts through monetary donations, event sponsorships, and community partnerships. The organizations that the Plan partnered with were aligned with the categories of need set forth by the Commonwealth Community Benefits program including housing instability, food insecurity, mental health and substance use disorders, and chronic diseases. Through donations to food banks and homeless shelters, Mass General Brigham Health Plan provided essential services to Massachusetts residents whose health and wellbeing were most immediately impacted by social determinants of health. Mass General Brigham Health Plan increases its Community Benefits Program budget in FY24 to achieve its vision and to implement initiatives aligning with the findings from the Community Benefits Needs Assessment.

Organizations that Mass General Brigham Health Plan supported with financial donations this year included:

- Action for Boston Community Development (ABCD)
- Advocates
- Alzheimer's Association Boston
- American Cancer Society
- American Diabetes Association
- American Heart Association
- American Lung Association of Northeast
- Angel Fund
- Asian Task Force Against Domestic Violence
- Association for Behavioral Healthcare Foundation, Inc.
- Asthma and Allergy Foundation of America, New England
- Bay State Banner - Be Healthy Magazine
- Best Buddies
- Boston CASA
- Boston Health Care for the Homeless Program
- Cardinal Cushing Centers, Inc.
- Caribe Communications & Publications
- Casa Myrna
- Colon Cancer Coalition
- Community Servings
- Cradles To Crayons
- Doug Flutie Jr. Foundation For Autism
- DOVE, Inc.
- Edward M. Kennedy Community Health Center
- Ellie Fund
- Family Services of the Merrimack Valley
- Fathers' Uplift
- Food Bank of Western MA
- Fresh Start 508
- Greater Boston Food Bank
- Haley House
- Healthy Birth Day, Inc. (Count the Kicks)
- Home Start
- Joe Andruzzi Foundation
- Lowell House
- March of Dimes
- Massachusetts Coalition for the Homeless
- Massachusetts League of Community Health Centers

Herrimack Valley Food Bank
Mothers Helping Mothers
Old Colony YMCA â€™ Brockton
One Mission
Provision Ministry
Red Sox Foundation (Home Base)
Reliant Foundation
Rescuing Left Over Cuisine
Rosie's Place
Samaritans, Inc.
Somerville Homeless Coalition, Inc.
The Food Project
The Gandara Center
The Megan House Foundation
The Wish Project
United Way of Central Massachusetts
UTEC
Voices of Hope

Chronic Disease Activities

Asthma:

Asthma continues to have a high prevalence of occurrence in Massachusetts as indicated in the 2024 Community Benefits Needs Assessment. The majority of Mass General Brigham Health Plan members reside in the Boston area, which has a slightly higher rate of asthma (11.6%) as compared to the state average. Thirty-five percent of towns across the Commonwealth rank above the state average for having an asthma diagnosis.

Because of the increased rates of asthma in Massachusetts, Mass General Brigham Health Plan chose to partner with the American Lung Association for three fundraising events this year.

Mass General Brigham Health Plan was a signature sponsor for the 2024 Back Packs for Bright Futures event at the Boys and Girls Club of MetroWest in Framingham on August 2, 2024. More than 150 children and their families attended this event and enjoyed music, arts and crafts, and received backpacks filled with school supplies and educational materials around asthma and the impact of vaping on the lungs. An asthma educator from Mass General Brigham Health Plan was onsite and answered asthma related questions for attendees. Additional backpacks were donated to Hoops and Homework which is a safe and nurturing neighborhood-based after-school program which expands opportunities for youth in Framingham.

Mass Genral Brigham Health Plan also sponsored the Lung Force Walk and Fight for Air Climb Boston in FY2024. The annual Lung Force Walk Boston was held at Hopkinton State Park celebrating the local community, survivors of lung cancer and their families. The Fight for Air Climb Boston event brings awareness to lung disease and honors first responders by highlighting the challenges they face on the job day to day. Funds raised from this event aid the American Lung Association in developing quality education and advocacy programs within the communities they serve and achieving their mission of saving lives by improving lung health and preventing lung disease. Eight hundred and fifty community members participated in the Air Climb in 2024.

Diabetes:

Diabetes continues to exceed the state average in 35% of the towns of Massachusetts as reported in the 2024 Community Benefits Needs Assessment. As compared to other counties within the state, rates in Suffolk, Essex, and Worcester counties are higher than average.

Mass General Brigham Health Plan partnered with the American Diabetes Association (ADA) and sponsored the State of Diabetes event held in November 2024 at Roxbury Community College for a second consecutive year. The two-day event which had 250 registrants brought together employers, advocates, and health professionals to share knowledge and strategies to help transform the lives of those with diabetes within the community and their caregivers. The event offered free access to health screenings, vaccinations, food served on site, and connecting attendees to resources within the community. In this gathering of community members, professionals had an opportunity to engage with an expert panel in discussions on leveraging ADA resources to address the landscape of diabetes and the financial impact on employers and its employees.

Project Power Objectives:

- Raise diabetes awareness and offer diabetes risk reduction to people with diabetes and prediabetes,
- Promote healthy lifestyles, healthy eating, and increased physical activity, and
- Remove barriers to treatment â€™ including destigmatizing diabetes and identifying and removing social determinants of health-related barriers.

Diabetes Project Power is a virtual event that utilizes predictive analysis, goal setting, and personalized nudges to encourage positive behavioral changes developing healthier habits leading to improved health outcomes. ADA health coaches work closely with participants over 12 weeks in a small group setting helping them break old habits, create new ones, set attainable goals, and keep attendees motivated.

Cancer:

Findings from the Community Benefits Needs Assessment revealed cancer to be the leading cause of death in Massachusetts. Mass General Brigham Health Plan prioritized cancer as a chronic disease focus in FY24 increasing donations for this cause from previous years through the following event sponsorships:

Colon Cancer Coalition: Get Your Rear in Gear - Boston 5K
One Mission (a pediatric cancer charity): Buzz Off for Kids with Cancer
Ellie Fund for Breast Cancer: Oscars Red Carpet Event
American Cancer Society: Boston Key Gala
Joe Andruzzi Foundation Gala

Mental Health:

Mass General Brigham Health Plan supported behavioral health organizations throughout Massachusetts focusing on suicide and autism awareness. Mass General Brigham Health Plan recognizes that suicide is a major public health issue with more than 49,000 people dying by suicide in 2023, or one death every 11 minutes, as reported by the Centers for Disease Control and Prevention (CDC). The Plan's mental health partnership extends to Samaritans Hope and Home Base whose primary focus is on suicide prevention and the Doug Flutie Jr. Foundation for Autism.

According to Samaritans Hope, certain communities are at higher risk for suicide, including young people, LGBTQ+ individuals, people of color, and those in certain professions. The lifesaving services of the Samaritans are safe, anonymous, and free to all who need them. They answer phone calls for support 24 hours a day, 365 days a year and offer a dedicated peer-to-peer texting service entitled "Hey Sam" for people up to 24 years of age. Mass General Brigham Health Plan partnered with Samaritans Hope and sponsored the 2024 annual Breakfast for Hope on Friday, May 17th at the Boston Park Plaza celebrating the 50th anniversary of human connection with more than 400 people in attendance.

Home Base is a program developed in collaboration with the Red Sox Foundation and Massachusetts General Hospital dedicated to healing the invisible wounds of war for veterans of all eras, service members, military families, and families of the fallen. According to American Addiction Centers, the suicide rate is 1.5 times higher for this population than that of the general population. Between 2001 and 2020, the suicide rate among Veterans between the ages of 18 and 34 increased by 95.3%. Mass General Brigham Health Plan partnered with Home Base and sponsored the Annual Run to Home Base event that took place at Fenway Park in Boston offering a 9K run and 5K walk inside the ballpark in July 2024.

Mass General Brigham Health Plan's commitment to providing autism services by partnering with various autism organizations in the Massachusetts community continued in 2024. Mass General Brigham Health Plan provided financial sponsorship to the Doug Flutie Jr. Foundation for Autism for sponsoring the Stars of the Spectrum Music Festival and the annual Flutie 5K. The Spectrum Music Festival is the largest festival of its kind exhibiting music by autistic artists, for the autism community. It celebrates and elevates the voices and stories of people with autism within the Massachusetts community. This concert is sensory inclusive so everyone can enjoy the live music and mission-centric vendors and artisans.

Substance Use:

In FY24, Mass General Brigham Health Plan increased its support of organizations dedicated to treatment of substance use. Mass General Brigham Health Plan provided support to Fathers' Uplift which is the country's first mental health and substance abuse treatment facility dedicated to serving fathers and their families, and the Megan House Foundation providing residential treatment and sober living for women.

The Community Benefits Needs Assessment identified Brockton and Lawrence as geographic areas in need of additional substance use services. Mass General Brigham Health Plan donated to Old Colony YMCA in Brockton for substance use focusing on comprehensive counseling and also provided financial donations to the Lawrence/Methuen Community Coalition for recovery work and substance use prevention.

Maternal Health:

The Attorney General's Office encourages the use of Community Benefits tools to help address issues impacting maternal health in light of the significant documented statewide disparities in maternal health outcomes. This is a shared focus for the state of Massachusetts and for Mass General Brigham Health Plan.

Mass General Brigham Health Plan sponsored the March of Dimes - Black Ties for Baby Gala where the mission is to end maternal health risks and death, preventable preterm birth and infant death, and close the health equity gap existing in maternal health care. The March of Dimes provides access to quality health care and mobilizes the community to create lasting change for mothers and babies by building safe and connected communities, promoting environmental justice, and working to end the health equity gap ensuring every baby is born healthy.

Mass General Brigham Health Plan partnered with Healthy Birth Day, Inc., an organization dedicated to empowering stillbirth prevention for expectant parents. Healthy Birth Day, Inc provides Count the Kicks Fetal Movement Monitoring in a web-based application as well as wristbands as a manual way of counting baby's kicks for individuals who may not have access to reliable Wi-Fi/broadband internet connections or access to a smartphone for digital counting. Wristbands are available Healthy Birth Day's website for providers and community health specialists available at no cost. Wristbands come with a full-color instructional postcard to help expectant parents understand how to use the wristbands effectively and are available in English, Spanish, Portuguese, and Haitian Creole.

Social Determinants of Health

Housing Instability:

The 2024 Community Benefits Needs Assessment shows that housing instability has become a larger issue in Middlesex County than in previous years. In February 2024, Mass General Brigham Health Plan was a signature sponsor for HomeStart's ICycle stationary outdoor spin class fundraising event which took place in Boston. HomeStart's mission is to end homelessness in Greater Boston Area by assisting individuals in obtaining affordable housing and developing strategies to prevent homelessness before it begins. HomeStart has helped 17,000 clients move from the streets into permanent homes and has prevented more than 7,000 families from experiencing eviction.

Mass General Brigham Health Plan provided financial sponsorship to Rosie's Place annual Safe & Sound Gala and the annual Somerville Homeless Coalition 5K Road Race.

Rosie's Place was founded in 1974 as the first women-only shelter in the United States and began as a safe place for poor and homeless women to receive a bed and a meal in the city of Boston. It has grown into a community center providing wide-ranging support and education services to 12,000 women a year.

The Somerville Homeless Coalition works to provide homeless persons and families with individualized supportive services and tailored housing solutions with a goal of obtaining and maintaining affordable housing.

Food Insecurity:

Mass General Brigham Health Plan considered food insecurity a priority area of need in FY24 within the Massachusetts community. Mass General Brigham Health Plan donated funds to several organizations throughout the state of MA including Provision Ministry, Food Bank of Western MA, Greater Boston Food Bank, Haley House, Merrimack Valley Food Bank, Rescuing Left Over Cuisine, and the Food Project.

In the 2024 Community Benefits Needs Assessment, the Greater Boston and western Massachusetts communities were identified as areas with greater food insecurity issues as compared to their peers. Mass General Brigham Health plan made financial donations to the Greater Boston Food Bank and the Food Bank of Western, MA in these geographic areas.

Supplies and Services for Babies and Families:

Mass General Brigham Health Plan provided support to Mothers Helping Mothers in Framingham, MA. Mothers Helping Mothers

provides assistance to mothers and families offering free clothing, baby items, and toiletry items on a monthly basis. They also offer parenting, health, and nutrition classes, substance abuse support groups, food and housing referrals, childcare resources, and free human immunodeficiency virus and sexually transmitted disease testing.

Access to Care:

Mass General Brigham Health Plan is committed to ensuring all community members have equitable access to care and partners with organizations who are like minded and aligned in these efforts. The Boston Health Care for the Homeless Program (BHCHP) is one example of a collaboration focused on this shared mission. BHCHP provides or assures access to the highest quality health care for all individuals and families experiencing homelessness in our community.

Health Education Promotions and Access to Care:

Mass General Brigham Health Plan sponsored the Tu Salud: Latino Health and Wellness Fair on Sunday, June 9 at Fenway Park. The annual event was hosted by El Mundo, Boston's leading Latino media outlet, and brought together the Latino community to promote healthy living and feature interactive activities, games, and entertainment for all ages.

During the Tu Salud Fair, attendees had the opportunity to receive free health consultations, learn more about health insurance options for the whole family, and participate in fun attractions. Mass General Brigham Health Plan sponsored the El Mundo Latino Fenway Health Event which is the largest Latino health awareness fair. Nearly a third of Latino residents in Massachusetts reported having a healthcare need unattended due to high medical costs. Many Latino families also still face limited access, information, and many challenges in enrolling in health coverage options. The fair allows for the Latino community to connect with healthcare providers, services, and health care coverage.

ChopChop: The Fun Cooking Magazine for Families is a quarterly magazine published by a Massachusetts non-profit teaching cooking and nutrition to children in an effort to combat childhood obesity. Mass General Brigham Health Plan provided funding to the magazine which is available in English and Spanish. Magazines were sent to Community Health Centers with pediatric offices including the Dorchester House, Edward M. Kennedy Community Health Center, and NeighborHealth Center (formerly East Boston Neighborhood Health Center) and are available for interested providers or community partners to provide free of charge to their patients or clients.

"Your Health is Everything" summer activities:

In the summer of 2024, Mass General Brigham Health Plan promoted a number of activities educating families and individuals on the benefits of a healthy lifestyle. Using the theme of "Your Health is Everything," this collection of summer activities included an ongoing social media promotion throughout the summer, a paid partnership with iHeart Radio promoting health and wellness, as well as an in-person event in Boston. The eight-week program focused on promoting various dimensions of health and wellness including physical, mental, emotional and social wellness. As part of the summer program, Mass General Brigham Health Plan provided 20,800 cups of free water to the residents of Boston over five days as part of a hydration station.

Community Health and Wellness Communications and Blogs:

In FY2024, across LinkedIn, Facebook, and Instagram platforms, Mass General Brigham Health Plan reached nearly 300K individuals and grew by 4,633 followers.

The Mass General Brigham Health Plan blog had 38,350 page views and increased by 187 new subscribers.

Some of the top blog posts included:

- "Here's What to Know about the Accuracy of TV Medical Shows" (11,584 views)
- "How to Find a New Doctor and Take the Stress Out of Changing PCPs" (1,513 views)
- "Comparing Coverage: What's the Difference Between an HMO, PPO, and EPO?" (1,074 views)
- "The 3 Biggest Health Risks Affecting Teachers" (1,051 views)
- "This is How Stress Can Affect Police Officers' Health" (1,026 views)

Employee Engagement in Community Service:

In 2024, employees from the Mass General Brigham Health Plan Marketing team volunteered at Community Servings. Community Servings provides fully prepared and medically tailored meals at no cost to their clients to support specific illnesses, such as diabetes, cancer, heart disease, kidney disease, and many others. The medical diets are designed to be balanced in healthy carbohydrate intake and low in sodium supporting overall healthy eating habits.

Plans for Next Reporting Year

Mass General Brigham Health Plan continues to work with its community partners developing new programs and expanding upon existing programs and activities addressing the priority needs of the community. Additionally, Mass General Brigham Health Plan will continue refining health equity strategies reducing health disparities for targeted populations across Massachusetts. Due to continued growth in the number of lives that Mass General Brigham Health Plan serves and the community partners who have engaged in the community benefits program, a new approach to the donation portion of the program is under development for FY25. A dedicated Health Equity and Community Benefits team was developed in March 2025 to ensure full integration of health equity initiatives within the Community Benefits Program. Mass General Brigham Health Plan is in the process of obtaining NCQA Health Equity Accreditation for the Medicaid membership it serves.

The Health Equity and Community Benefits team at Mass General Brigham Health Plan periodically meets with the Community Health System Initiatives Team at Mass General Brigham delivery system to identify and engage in new collaboration opportunities supporting the various communities. For example, both Mass General Brigham and Mass General Brigham Health Plan participated in the El Mundo Latino Fenway Health Event together. Mass General Brigham Health Plan will utilize the Mass General Brigham Community Care Van in future community benefit initiatives in FY26 bringing to communities such services as blood pressure and diabetes screening, vaccinations, and chronic disease education.

The support of maternal health and the organizations focusing on this need continues to be a priority for Mass General Brigham Health Plan in FY25 and beyond. Mass General Brigham Health Plan plans to expand the number of partnerships it has with maternal health organizations across the state. In addition to adding new organizational partnerships to the donations program, Mass General Brigham is planning to have a "party" for new and expectant mothers at a location such as a diaper bank where they will receive needed baby supplies and preventative care services.

Staff from the Health Equity and Community Benefits team recently attended the Community Benefits Maternal Health Equity Symposium hosted virtually by the Health Care Division of the Attorney General's Office. Through this forum, the team gained new insights and plans to initiate healthy eating during pregnancy activities in FY25 programming.

Mass General Brigham Health Plan will increase the frequency of its needs assessment to an annual cadence assessing the needs of

the community. The need for an increased frequency is due to the growing population of members served across Massachusetts, especially within the Worcester area. As Mass General Brigham Health Plan continues to explore new opportunities for community partnerships, they will ensure their involvement continues to align with the needs of the current and future members of the Plan. In recent years, Mass General Brigham Health Plan has sponsored the Walk to End Alzheimer's supporting a predominantly older population of individuals as the Medicare Advantage products were added to its portfolio. In FY24, Mass General Brigham Health Plan was a sponsor for the Sharon Timlin Memorial 5K: A Race to Cure ALS with the money raised going to the Angel Fund. Individuals with ALS often qualify for both Medicaid and Medicare. Beginning January 1, 2026, Mass General Brigham Health Plan will be launching a new product for dual special need members.

The Community Benefits Steering Committee meets bimonthly and continues to assess the needs of the community as new priorities arise due to changes in the economy and public health environment. The Steering Committee is comprised of senior leadership across different business areas throughout the organization including Quality and Health Equity, Behavioral Health, Legal, Regulatory Affairs and Compliance, Population Health, Member Services, and Marketing. Mass General Brigham Health Plan continues to encourage a diverse committee membership inclusive of all departments across the organization and active employee participation in community events.

Community Benefits Process

Community Benefits Leadership/Team

Not Specified

Community Benefits Team Meetings

Not Specified

Community Partners

Not Specified

Community Health Needs Assessment

Date Last Assessment Completed and Current Status

CHNA Completed in Spring 2024

Consultants/Other Organizations

Not Specified

Data Sources

MA Population Health Information Tool (PHIT),

CHNA Document - PDF format

[MGBHP COMMUNITY BENEFITS NEEDS ASSESSMENT 05_30_24.PDF](#)

Implementation Strategy (optional)

File Upload (optional)

[MGBHP COMMUNITY BENEFITS STRATEGIC PLAN 05_30_24.P](#)

Community Benefits Programs

Asthma Initiatives	
Program Type	Not Specified
Statewide Priority	Not Specified
EOHHS Focus Issue(s) (optional)	Not Specified
DoN Health Priorities (optional)	Education,
Target Population	<ul style="list-style-type: none"> • Regions Served: All Massachusetts, • Health Indicator: Chronic Disease-Asthma/Allergies, • Sex: All, • Age Group: All, • Ethnic Group: All, • Language: All,

Goal Description	Goal Status
Improve adult and child asthma management in the communities served through education initiatives	An analysis of Mass General Brigham Health Plan's HEDIS Asthma Medication Ratio (AMR) revealed a slight decline from 61.5% in MY23 to 59.5% in preliminary MY24 data, highlighting the continued need for targeted asthma support initiatives. In response, the Health Plan provided care and disease management services to eligible members through its Care and Disease Management programs. To further support asthma education, Healthwise disease-specific materials were made available in both English and Spanish on the Health Plan's website. A text messaging campaign conducted through Healthcrowd successfully reached 222 members, with 202 enrolling in FY24—achieving a 90.99% engagement rate with educational materials. Community outreach efforts included sponsorship of the Backpacks for Bright Futures event in Framingham, MA, where asthma and vaping educational materials were distributed and a health educator was on-site to engage with families. Additionally, the Health Plan sponsored the Lung Force Walk and Fight for Air Climb Boston in FY2024. The Lung Force Walk, held at Hopkinton State Park, celebrated lung cancer survivors and their families, while the Fight for Air Climb honored first responders and raised awareness of lung disease. These events, which drew 850 participants to the Air Climb alone, supported the American Lung Association's mission to improve lung health and prevent lung disease through education and advocacy.

Partners	
Partner Name, Description	Partner Web Address

Asthma and Allergy Foundation of America <https://aafa.org>

American Lung Association of the Northeast <https://www.lung.org/>

Contact Information	Emma Robinson, Manager, Health Equity and Community Benefits, 399 Revolution Drive Somerville, Massachusetts 02145
Detailed Description	Mass General Brigham Health Plan aims to improve adult and child asthma management in the communities served. These activities are intentionally seeking to educate a diverse group of members on the importance of asthma management in order to better equip them to manage their chronic condition.

Antidepressant Medication Adherence Initiatives

Program Type	Not Specified
Statewide Priority	Not Specified
EOHHS Focus Issue(s) (optional)	Mental Illness and Mental Health,
DoN Health Priorities (optional)	Education,
Target Population	<ul style="list-style-type: none">• Regions Served: All Massachusetts,• Health Indicator: Health Behaviors/Mental Health-Depression,• Sex: All,• Age Group: Adults,• Ethnic Group: African, Black, Hispanic/Latino,• Language: English, Spanish,

Goal Description	Goal Status
Raise awareness among Black and Latino members about the importance of taking antidepressant medications and seeing a licensed mental health counselor through education initiatives	An analysis of Mass General Brigham Health Plan's HEDIS Antidepressant Medication Management (AMM) data showed a positive trend, with acute phase adherence rates increasing from 59.2% in MY23 to 73.2% in preliminary MY24 data, and continuation phase rates rising from 40% to 56.6%. To support this improvement, a targeted text messaging campaign through Healthcrowd reached 276 members with depression, resulting in 263 enrollments in MY24's 95.29% engagement rate. Additionally, Healthwise educational materials specific to depression were made available in English and Spanish on the Health Plan's website, contributing to ongoing efforts to raise awareness and support medication adherence in Black and Latino communities.

Partners	
Partner Name, Description	Partner Web Address
The Gandara Center	https://www.gandaracenter.org/
Advocates	https://advocates.org/
Old Colony YMCA - Brockton	https://www.oldcoloniymca.org/

Contact Information	Emma Robinson, Manager, Health Equity and Community Benefits, 399 Revolution Drive Somerville, Massachusetts 02145
Detailed Description	Mass General Brigham Health Plan aims to raise awareness among Black and Latino members about the importance of taking antidepressant medications and seeing a licensed mental health counselor. These activities are intentionally seeking to educate a diverse group of members on the importance of both these items in order to empower the community to recognize and meet their mental health needs.

Alcohol and Drug Abuse Treatment Initiatives

Program Type	Not Specified
Statewide Priority	Not Specified
EOHHS Focus Issue(s) (optional)	Not Specified
DoN Health Priorities (optional)	Not Specified
Target Population	<ul style="list-style-type: none">• Regions Served: All Massachusetts,• Health Indicator: Not Specified• Sex: All,• Age Group: All,• Ethnic Group: All,• Language: All,

Goal Description	Goal Status
Increase the percentage of members enrolled in treatment for alcohol and drug abuse dependence	An analysis of Mass General Brigham Health Plan's HEDIS Initiation and Engagement of Substance Use Disorder Treatment (IET) data revealed a modest improvement in initiation rates, increasing from 38.57% in MY23 to 40.46% in preliminary MY24 data. However, engagement rates saw a slight decline, from 14.85% to 14.61%. In response, the Health Plan is actively working to redefine its intervention strategies to drive further improvements in MY25. To support member education and engagement, Healthwise disease-specific materials were made available in English and Spanish on the Health Plan's website in FY24.

Partners	
Partner Name, Description	Partner Web Address
Lowell House	https://riverbendmv.org/lowell-house-transforms-into-riverbend-as-organization-rebrands/
The Gandara Center	https://www.gandaracenter.org/
Fathers' Uplift	https://www.fathersuplift.org/

Contact Information	Emma Robinson, Manager, Health Equity and Community Benefits, 399 Revolution Drive Somerville, Massachusetts 02145
Detailed Description	Mass General Brigham Health Plan aims to increase the percentage of members enrolled in

alcohol and drug abuse treatment by improving accessibility of educational materials for a diverse group of members.

Housing Initiatives	
Program Type	Not Specified
Statewide Priority	Not Specified
EOHHS Focus Issue(s) (optional)	Housing Stability/Homelessness,
DoN Health Priorities (optional)	Housing,
Target Population	<ul style="list-style-type: none">• Regions Served: All Massachusetts,• Health Indicator: Social Determinants of Health-Affordable Housing, Social Determinants of Health-Homelessness,• Sex: All,• Age Group: All,• Ethnic Group: All,• Language: All,

Goal Description	Goal Status
Help individuals in the community who are homeless or at risk of homelessness access secure housing and other transitional services as needed	In February 2024, Mass General Brigham Health Plan served as the signature sponsor for HomeStart's annual ICycle fundraiser—an outdoor stationary spin class event held in Boston. This initiative supports HomeStart's mission to end homelessness in the Greater Boston area by helping individuals secure affordable housing and implementing strategies to prevent homelessness before it begins. Through this partnership, HomeStart was able to prevent evictions for low-income families who had fallen behind on rent. In addition, the Health Plan provided financial sponsorship for Rosie's Place's annual Safe & Sound Gala and the Somerville Homeless Coalition 5K Road Race. Rosie's Place, founded in 1974 as the first women-only shelter in the United States, continues to serve as a vital refuge for poor and homeless women in Boston. These sponsorships reflect the Health Plan's ongoing commitment to supporting community-based organizations that provide critical housing stability and support services to individuals experiencing or at risk of homelessness.

Partners	
Partner Name, Description	Partner Web Address
HomeStart	https://www.homestart.org/
Casa Myrna	https://casamyrna.org/
Rosie's Place	https://www.rosiesplace.org/
Somerville Homeless Coalition, Inc.	https://somervillehomelesscoalition.org/
Asian Task Force Against Domestic Violence	https://www.atask.org/

Contact Information	Emma Robinson, Manager, Health Equity and Community Benefits, 399 Revolution Drive Somerville, Massachusetts 02145
Detailed Description	Mass General Brigham Health Plan aims to improve access to secure housing and transitional services for individuals in the community who are homeless or at risk of homelessness by supporting community-based organizations that provide critical housing services to a diverse community.

Diabetes Initiative	
Program Type	Not Specified
Statewide Priority	Not Specified
EOHHS Focus Issue(s) (optional)	Chronic Disease with focus on Cancer, Heart Disease, and Diabetes,
DoN Health Priorities (optional)	Education,
Target Population	<ul style="list-style-type: none">• Regions Served: All Massachusetts,• Health Indicator: Chronic Disease-Diabetes,• Sex: All,• Age Group: Adults, Children,• Ethnic Group: All,• Language: All,

Goal Description	Goal Status
Support children and adult management of diabetes through education initiatives	An analysis of Mass General Brigham Health Plan's HEDIS Blood Pressure Control for Patients With Diabetes (BPD) data showed a positive trend, with rates increasing from 78.47% in MY23 to 80.05% in preliminary MY24 data. To support ongoing diabetes management and education, the Health Plan made Healthwise disease-specific materials available in English and Spanish on its website in FY24. Additionally, the Health Plan partnered with the American Diabetes Association to offer Project Power, a virtual program designed to raise awareness about diabetes and provide risk reduction education to individuals with diabetes and prediabetes. Many Health Plan members participated in the program, which promotes healthy lifestyles, improved nutrition, increased physical activity, and the removal of treatment barriers — including addressing social determinants of health and reducing stigma. Participants received personalized support from an ADA healthcare provider coach in a small group setting, helping them build sustainable habits and stay motivated.

Partners	
Partner Name, Description	Partner Web Address
American Diabetes Association	https://diabetes.org

Contact Information	Emma Robinson, Manager, Health Equity and Community Benefits, 399 Revolution Drive Somerville, Massachusetts 02145
Detailed Description	Mass General Brigham Health Plan aims to improve adult and child diabetes management in

the communities served. These activities are intentionally seeking to educate a diverse group of members on the importance of diabetes management in order to better equip them to manage their chronic condition.

Expenditures

Community Benefits Programs

Expenditures	Amount
Direct Expenses	Not Specified
Associated Expenses	Not Specified
Determination of Need Expenditures	Not Specified
Employee Volunteerism	Not Specified
Other Leveraged Resources	Not Specified

Net Charity Care

Expenditures	Amount
HSN Assessment	\$14,818,831.00

Corporate Sponsorships	Not Specified
Total Expenditures	\$15,231,893.00
HMO Administrative Expenses	\$172,335,298.00
Total Revenue for 2024	\$2,242,173,529.00
Approved Program Budget for 2025	\$325,000.00

(*Excluding expenditures that cannot be projected at the time of the report.)

HMO Hospital, Medical, and Other Health Care Costs	\$2,046,010,331.00
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Comments: Net Charity Care includes HSN Assessment \$9,618,432 plus Pediatric Immunization \$4,442,975 plus Child Psychiatry \$40,083 and Behavioral Health Access \$717,341.

Optional Information

Community Service Programs

Expenditures	Amount
Direct Expenses	Not Specified
Associated Expenses	Not Specified
Determination of Need Expenditures	Not Specified
Employee Volunteerism	Not Specified
Other Leveraged Resources	Not Specified
Total Community Service Programs	Not Specified
Link to HMO Formatted PDF Community Benefits Report:	Not Specified

Bad Debt: Not Specified Not Specified

Optional Supplement: Not Specified

Current Status: Published

Data as of: 8/7/2025 12:56:33 PM