

# Supporting Healthier Communities: Geisinger's Social Needs Strategy

**Geisinger**

HEALTH PLAN



# Our Commitment

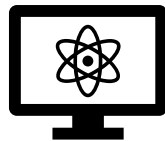
Geisinger Health Plan is committed to Supporting Healthier Communities through a comprehensive social need's strategy.



Nearly 897,000 screenings completed



61 formalized partnerships



Innovative tools driving efficiency

Our goal: Identify social factors impacting health and connect members to trusted community resources.

# Why



**31% of GHP Family members** want help connecting to resources for Health Related Social Needs (HRSN).



**One in four GHP Family Members** who undergo social needs screening report experiencing food insecurity.



**Top needs:** Employment, Transportation, Food.  
This data drives our approach to **Identify, Connect, Support & Follow-Up.**

# Connecting Members to Resources

## Identification

*We are focused on understanding our members social needs and overall wellbeing.*

### Social Needs Screening

Understanding the needs that impact our members helps GHP better understand how to respond and address barriers you might experience.

We engage in conversations, clinical appointments, or with our care teams to help understand your needs.

### Statewide Resource & Referral Tools

GHP has a platform that addresses social needs and helps to find resources close to a zip code or a member's location.

Neighborly can be accessed at [www.neighborlypa.com](http://www.neighborlypa.com) or by downloading the app (available on Android and Apple).



## Food is Health

*Access to healthy food and resources are crucial in improving health outcomes.*

### Mobile Food Pantries

- 4 mobile pantries across 7 counties serve 17 rural locations.
- Complements network of 2,000+ food resources listed in Neighborly.

### SNAP Application Assistance

- 39 county network of community-based organizations offering SNAP application assistance through Neighborly.

### Fresh Food Farmacy

- Food as medicine "Farmacy" aimed at treating diabetes through distribution of fresh and healthy food and clinical care and education.
  - 2 FFF sites.
  - 2 FFF Satellite sites.
  - Roll out of Fresh Food Farmacy Community model, which increases access to program through CBO partnerships.

### Home Delivery Boxes

- Shelf-stable food boxes for the entire family are available across central PA.

## Housing

*Stable, affordable housing is a critical foundation for good health.*

### Shelters, Utility Assistance, and Rent

- Geisinger focuses on keeping individuals within their current homes by partnering with CBOs that provide low-barrier shelters and aid with utilities and rent so they can remain housed.

### Furniture and Resource Connection

- Geisinger also partners with CBOs that provide furniture, household items, and hygiene products.

### Partnerships

- Geisinger has partnered with 26 housing providers across PA to offer housing assistance as well as case management services to help those facing housing instability reach financial stability.

### Partnership Highlights

- STEP (NE)
- Central PA Community Action, inc. (SW)
- Agape (NE)
- VOA: Ruth's Place (NE)
- HopePHL (SE)
- Beahive Affordable Housing (LC)
- DIG Furniture Bank

# Connecting Members to Resources

## Transportation

*Access to transportation such as MATP assists with critical rides to doctors' appointments.*

### Access

- Geisinger added easy to navigate folders on [www.neighborlypa.com](http://www.neighborlypa.com).
  - Folders are up-to-date with over 470 transit programs and supports available.

### 4Ride and MATP

- Assist members in enrolling in transportation benefits programs such as the MATP, ADA, PWD, etc.
- 4Ride has supported over **43,000 rides** since program began in 2018.
- Support for MATP or other transportation programs with application assistance, connections and FindMyRide support.

## Workforce

*Resources connect members to GED programs, job training, and tools like professional clothing to help them prepare for employment.*

### Connections

- Neighborly offers workforce support programming, including education resources.
- Referrals into the GEDWorks program or professional clothing programs are utilized through these programs.

### GEDWorks™

- GEDWorks™ offers a convenient, effective way to earn a GED® virtually.
- GEDWorks™ includes all the tools needed to pass the GED® test, including an advisor who personalizes the program for the best learning experience to fit any schedule.
- The GEDWorks™ program is offered in both English and Spanish.
- GED® program information available through GEDWorks™ flyer, Neighborly, wellness events, website and member newsletters.

## Maternal Resources

*Support for women and their babies, including pre- and postpartum care, access to supplies and diapers, and connections to community baby showers.*

### In your community

- Geisinger Health Plan collaborates with partners across Pennsylvania to enhance pre- and postpartum care for women and their babies.
- Maternal social needs help address women and infant needs. Helping a woman and baby with supplies helps to meet the overall health and wellness.
- Neighborly offers maternal resources for maternal support, infant care items, and post-partum maternal resources.
- Additionally, in 2025 Geisinger collaborated with maternal-focused events, including community baby showers and diaper pantry/distribution initiatives. This is aimed to support moms and babies.
- Community Baby Showers are coming this spring- stay tuned for dates and details!

# Health and Wellness Benefits



Register by calling Health & Wellness at 1-866-415-7138 (PA Relay 711) or visit [www.geisinger.org/events](http://www.geisinger.org/events)



## Educational presentations

Geisinger provides a comprehensive library of educational presentations focusing on nutrition, fitness and health education. The wellness team offers presentations at community-based organizations and public settings such as libraries and schools.



## Evidence-based programs

Geisinger offers the following evidence-based programs for adults 18 or older:

- Freedom From Smoking® Program
- Lifestyle Reboot Program
- Live your Best Life Program
- Live your Best Life with Diabetes Program



## Digital resources

Unlimited access to an on-demand library of webinars, and a wellness platform featuring well-being resources and behavior change tools.



## Healthy kids programs

Hands-on, fun, interactive programs, provided on-site and virtually.



## Health screenings

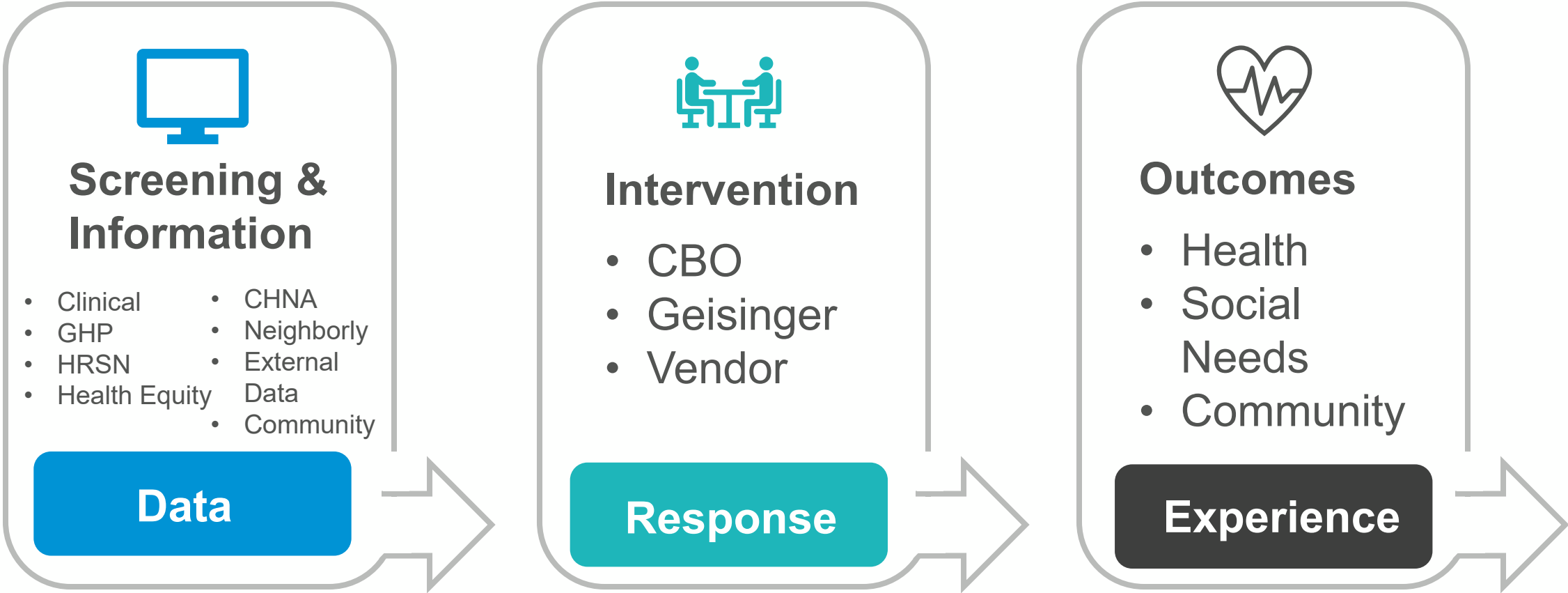
Geisinger offers body mass index, hand grip strength and blood pressure health screenings at community events and other locations.



## Lifestyle management

Health coaching (for adults 18 or older) to help build healthy habits and support you on your individual wellness journey.

# How



# Pathways

- Care Team Support
  - Screen: Care Team members screen for health related social needs.
  - Connection: We connect you to resources through Neighborly.
- Clinical Care
  - Screen: Social Needs screenings at hospital and clinics.
  - Connection: Neighborly
- Self-Service
  - Screen: You can complete a social determinants of health screening anytime at NeighborlyPA.com.
  - Connection: Neighborly-Get personalized resource recommendations.

Increased identification and connection to resources.

### Next Steps:

- Expand self-navigation options.
- Continue refining referral logic and closed-loop processes.
- Strengthen partnerships for broader access.

# Impact



**Thank you**

**Geisinger**  
HEALTH PLAN