

Creating a New Health and Well-being Campus in West Louisville

Out of the Clinic and into the Community

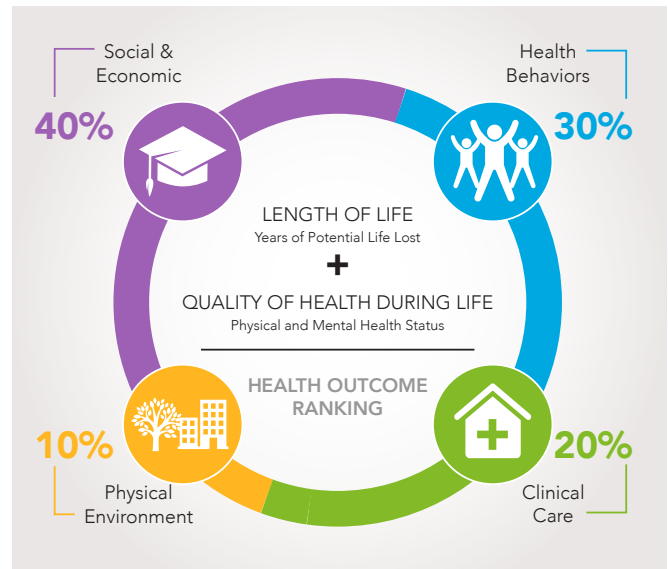
Good health has long been defined as simply not being sick. Yet there is growing awareness that health and well-being are strongly influenced by complex social factors: where we live, how we work, the safety of our neighborhood, and the resilience of our families. In fact, research indicates that clinical care accounts for just 20% of health outcomes.

This growing recognition of the impact of social determinants of health has begun to fuel innovation. New approaches are starting to address what happens outside the traditional medical system with a special focus on those most vulnerable to risks.

Passport Health Plan is at the forefront of this movement with a bold plan to create a health and well-being campus in West Louisville. The campus will be designed to bring a variety of resources that meet basic human needs and help people thrive—all close to where thousands of its Louisville members live.

In the first phase, Passport will move its headquarters to anchor the approximately 20-acre campus located at 18th and Broadway—a landmark site long earmarked for development. This will support the organization's anticipated growth with a relocation target date in early 2020. Passport employs more than 500 people today and envisions continued expansion, particularly through its partnership with Evolent Health and its national Medicaid Center of Excellence launched last year.

Passport will lead the development of the entire site, attracting partners and services that help people achieve optimal health. The plan is to engage West Louisville residents and organizations to prioritize the needs that will most improve health outcomes. Possibilities include everything from housing supports and education to job training, child care, retail outlets that enhance health, and other services.



Source: Greater Louisville Project, 2013 Special Report on Health

The organization's investment in the site represents a significant economic development initiative in West Louisville that could spur additional growth. It synergizes with the Choice Neighborhood transformation in the adjacent Russell neighborhood and the new YMCA to be built across 18th Street—creating a major district in the California neighborhood focused on wellness. In addition, new rapid bus transit planned for Dixie Highway and Broadway will enable residents from throughout the city to more easily access the campus and its amenities.

Passport's goal is to develop a world class campus that harmonizes with the urban streetscape while maximizing green space. Ultimately, it could serve as a model for public and private partners working together to build a healthy community where everyone has the opportunity to flourish.

"While the connections between poverty and poor health have long been recognized, a new but growing movement is tackling these issues in innovative ways by connecting two sectors—community development and health—that have previously worked in relative isolation from each other."

— *Making the Case for Linking Community Development and Health*

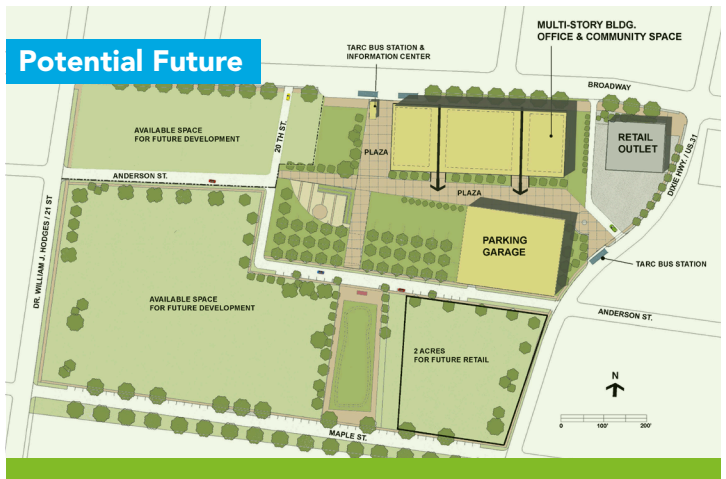
Robert Wood Johnson Foundation, Building Healthy Communities, Center on Social Disparities in Health

Passport Health Plan

is a provider-sponsored, non-profit, community-based health plan administering Medicaid benefits to more than 300,000 Kentuckians.

Named the **top Medicaid plan in Kentucky** by the National Committee for Quality Assurance (NCQA) for 2016-17, Passport has been contracted with the Commonwealth of Kentucky to administer Medicaid benefits since 1997.

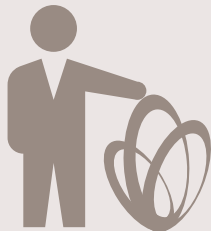
For details, please visit passporthealthplan.com or call toll-free (800) 578-0603. Passport also operates a Medicare Advantage program, called "Passport Advantage," for residents of Jefferson, Bullitt, Hardin, and Nelson counties who are eligible for both Medicaid and Medicare. For details, go online to passportadvantage.com or call toll-free (844) 859-6152.



By the Numbers

500+

Passport Employees



10th

Louisville's ranking among 15 peer cities in health outcomes



30,000

Passport Members in West Louisville Zip Codes

Life expectancy by neighborhood:

California, Russell, Portland

70
YEARS

Northeast Louisville:

83
YEARS