



CASE STUDY A Strategic and National Volunteer Program



AmeriHealth Caritas provides responsible managed care solutions, including Medicaid, Medicare and behavioral health organization dedicated to redefining the health care industry.

AmeriHealth Caritas is a Medicaid managed care company providing access to health care services for 5.7 million people in 17 states and the District of Columbia. For more than 35 years, the company has put the needs of its members - individuals and families who are poor, sick and underserved - at the heart of its work each day. The talent, passion and commitment of 6,200 associates (employees) across the country to improve the communities where the company's members live and work is palpable.

Goals

Since Medicaid expansion was enacted, AmeriHealth Caritas has grown at lightning speed. The company's vision for 2020 includes a laser focus on growth, and the need for a formalized volunteer program rooted in accountability and measurable outcomes became necessary. It was increasingly important for community and government stakeholders to require their partners to demonstrate a commitment to social responsibility and social determinants of health.

Program Strategy

To align volunteerism with these goals, the Community Investment team did the following:

Toyota Financial Services is powered by YourCause solutions for:

- ✓ Giving
- ✓ Volunteering
- ✓ International
- ✓ Cause Cards
- ✓ Matching



54%

Employee Participation in Volunteering Campaign

- Formalized volunteerism with the Care Crew program and invested in the YourCause portal to capture hours.
- Engaged a national committee of volunteer leads in each market to support Care Crew.
- Developed a strategy that aligned with the company’s vision, growth and performance goals.
- Identified service, inclusiveness and transparency as critical to a professional Community Investment brand.

Care Crew

The Care Crew program launched formally in 2017. The priority was to create greater awareness around social responsibility, and accelerate attendance and participation in volunteerism. With the team’s outreach and engagement efforts, Community Investment collectively formed more than 700 partnerships and approximately 68,248 hours of volunteerism through the YourCause portal.

Care Crew fast became a win-win: it increased associate engagement, positioned volunteerism as a national program, and enhanced the AmeriHealth Caritas reputation in the communities we serve.



+700

Community Organizations Impacted through YourCause Portal in 2018



+\$957K

Estimated Value Added to Communities through Volunteering in 2018

Impact

In 2018, the company’s leadership recognized community investment as an Annual Operating plan Goal (AOPB) with the expectation that 25 percent of associates log four or more hours of volunteer time in YourCause portal to achieve target. In 2018, AmeriHealth Caritas and Community Investment exceeded this expectation and surpassing their goal - with 47% of employees logging four or more hours.

- 54 percent of associates recorded 38,798 volunteer hours.
- 3,429 volunteer projects.
- 400 hours volunteered by one associate.
- \$957,934 estimated monetary value of volunteering.

To learn more about AmeriHealth Caritas and how they utilized the platform to enhance employee engagement, contact sales@blackbaud.com.

[Learn more](#)

About Blackbaud

Leading uniquely at the intersection point of technology and social good, Blackbaud connects and empowers organizations to increase their impact through cloud software, services, expertise, and data intelligence. We serve the entire social good community, which includes nonprofits, foundations, companies, education institutions, healthcare organizations, and the individual change agents who support them.