

Humana launches its Bold Goal in Jacksonville

Humana held a Clinical Town Hall in November 2016 at the University of North Florida to formally launch its Bold Goal to improve the health of Jacksonville by 20 percent by 2020.

More than 175 Northeast Florida health care, business and community leaders attended the day-long thought leadership forum, including the director of the Duval County Health Department, former Florida Surgeon General, and a former Florida state representative.

Attendees discussed the major barriers to better health outcomes in Northeast Florida, including behavioral health, diabetes, food insecurity and access to care.

Following the Clinical Town Hall, Humana established a Jacksonville Health Advisory Board, a community coalition comprised of representatives from area employers, health care providers, nonprofit and charitable organizations, and government agencies.

The new Advisory Board held its initial meeting Feb. 7 at Jacksonville University. At that meeting, more than 125 Northeast Florida business, health care and community leaders from more than 50 organizations, including the City of Jacksonville, Baptist Health, UF Health, St. Vincent's Health, Feeding NE Florida, University of North Florida and the Mayo Clinic, gathered at JU to address the key barriers to better health in the region.

The new Jacksonville Health Advisory Board discussed key health care issues in the community, such as mental health, diabetes and food insecurity, and develop services, programs and resources to address these problems.

"In Jacksonville, our Bold Goal efforts will focus on diabetes and behavioral health," said Humana North Florida Medicare President Tracie Fahy. "We'll partner with health care initiatives that are already ongoing in the community," said Fahy, the Jacksonville Bold Goal cochair. "We'll aim to strengthen those programs, or find areas that are not being addressed."

Humana has also launched its Bold Goal in Tampa Bay and Broward County. For more on Humana's Bold Goal, visit www.humana.com/boldgoal.