

# Horizon Blue Cross Blue Shield of New Jersey

## NEIGHBORS IN HEALTH

[www.horizonblue.com](http://www.horizonblue.com)



In the spring of 2020, Horizon Blue Cross Blue Shield of New Jersey launched Horizon Neighbors in Health to address social determinants of health. Horizon Neighbors in Health provides virtual, telephonic and direct, face-to-face interaction between Horizon members living in under-resourced communities and community health workers who orchestrate the services they need. By building trusting relationships, the program guides members to resources and empowers them with options and information they can use to take greater control of their health.

While participants are generally sicker than the overall member population, an independent study found those participants to be significantly more likely to follow-up with a primary care provider after discharge from the emergency department or an inpatient admission, which may help prevent future rehospitalizations.

### PROJECT IMPACT:

**4,500+**

Horizon members newly enrolled with over 3,000 graduating

**9,000+**

Members assisted since 2020

**60** Community health workers hired, trained and certified to support members

“Horizon BCBS’s Neighbors in Health is vital in finding and assisting people who might not otherwise be looking for, or willing to accept, help. We have been able to feed countless families, pay for prescriptions, even help get someone a laptop so they can enroll in classes to start school. It demonstrates that we care about our members.”

– Cheryl Towns BSN, RN, nurse care manager, Trenton Health Team, Care Management Team

