

MolinaCares in Virginia Newsletter



Welcome from Bill Phipps

Plan President, Molina Healthcare of Virginia

Hello, it's my honor to greet you as the new plan president for Molina Healthcare of Virginia. As a longtime Virginia resident, I am proud to be working with a team that is so committed to the health and well-being of communities across our commonwealth.

I'm excited to share some of the highlights of our work in recent months. In August, we announced our [Vision for Virginia](#) investment of more than \$1 million to improve health outcomes for Virginians. As a part of this initiative, I recently joined the United Way of Greater Richmond & Petersburg to pledge our financial support to the [WomenRise program](#). Additionally, Molina was proud to participate in the American Heart Association's Richmond Heart Walk for the third year in a row. It was my honor to recognize recipients of the 2023 Lifestyle Change Award. You can read more about these in more detail below.

I look forward to staying in touch with you as we continue to build on this great work in the coming months.

Best,

Bill Phipps
Plan President
Molina Healthcare of Virginia

United Way of Greater Richmond & Petersburg's WomenRise program

In October, Molina presented a \$50,000 check to help fund the United Way of Greater Richmond & Petersburg's program to help single mothers cover child care costs while working toward post-secondary education, job training or professional credentialing.

People with higher levels of education are more likely to lead healthier and longer lives, according to the U.S. Department of Health & Human Services. However, only 30% of single mothers in the United States hold an associate degree or higher compared to over 50% of married mothers.

The program also includes access to mentorship, support and encouragement from peers, as well as a set of partners and resources within the United Way network.

2023 Richmond Heart Walk

Despite being largely preventable, heart disease and stroke remain the #1 and #5 killers of Americans. According to the [Centers for Disease Control and Prevention \(CDC\)](#), heart disease continues to be the leading cause of death in Virginia. For the third year in a row, Molina was a proud sponsor of and participant in the American Heart Association's (AHA) [Richmond Heart Walk](#).

On October 21, Plan President Bill Phipps joined participants and recognized recipients of the 2023 [Lifestyle Change Award](#) – presented to those who have taken steps to lead healthier lives. Winners included Jasmine – who overcame health challenges and committed to a healthier lifestyle; Jeff – who found a love of Zumba; Emely – who made her own health improvements by giving back to a local nonprofit working to teach kids about healthy habits and Katrina – who had a heart attack last year, but is making changes to her eating and exercise habits to live a healthier life. Congratulations to all the winners, and thank you for being great examples of healthy change.



Healthy Kid Bucks Farmers Markets

Molina announced its continued sponsorship of the Healthy Kids Bucks program, encouraging healthy eating habits for Virginia’s youth through food vouchers and nutrition education. In 2022, Molina funded the Healthy Kids Bucks program at six farmers markets in southwest Virginia, serving over 625 children.

In partnership with [Virginia Tech Cooperative Extension](#) and other community organizations, Molina hosts a Healthy Kids Bucks booth at farmers’ markets around the state. Molina recently visited markets in Abingdon and Hillsville, providing children between the ages of 2 and 17 with \$10 vouchers – redeemable for fresh fruits, vegetables or eggs at the market.



2023 Tuckahoe Community Health Fair

Molina and MolinaCares recently presented a \$20,000 check to the [YMCA of Greater Richmond](#) at the Tuckahoe Community Health Fair. Grant funds will support community programs like the health fair and afterschool programs at the Tuckahoe location.

Event attendees had access to free dental screenings, blood pressure and glucose checks, vision screenings, mental health resources, health care services and more.

Virginians continue to face significant health care [challenges](#) – including high rates of obesity, heart disease and diabetes. The donation also supports community programming – including the YMCA’s [Social Needs Navigation](#) initiative, addressing critical social determinants of health and well-being.

Partnership with Appalachian Substance Abuse Coalition

Molina recently teamed up with the Appalachian Substance Abuse Coalition to train Virginia Department of Social Services staff – including representatives from Child Protective Services, foster care and more on the ongoing drug crisis in our communities. The training focused on teaching staff how to use Narcan kits safely.

Molina also partnered with Virginia State Police Trooper Chris Vance to represent Safe Kids Heart of Appalachia at Castlewood High School's Fentanyl Awareness Day. During the event, students learned about the dangers of fentanyl and were shown how to save a life by using Narcan.



“If You Give a Child a Book Campaign” sponsorship

Molina is a proud sponsor of the Scripps Howard Foundation and WTVR CBS 6 “If You Give a Child a Book Campaign,” which donates books to Title I schools for underserved children who may not have access to books outside of a school setting. This effort is to encourage a passion for reading from an early age and build literacy and comprehension among children. Studies have shown positive correlations between reading and health and wellness.

Molina has also supported schools like Southside Elementary School during the COVID-19 school closure period. We recently [joined](#) WTVR at Cool Springs Elementary School in Petersburg to distribute hundreds of books to students.

Why I Serve Campaign

Molina's "Why I Serve" campaign tells the stories of Molina case managers, specialists, and others committed to the good work they do to uplift our communities. For this edition, we highlight Torka Reed, growth and community engagement specialist at Molina.

Torka Reed, Growth and Community Engagement Specialist

"As a native Virginian, mother and trained doula, I have seen firsthand the need for equitable, accessible health care for patients in traditionally underserved communities like Petersburg and for expecting mothers who may not understand their benefits or rights crucial to maternal care.

As a community growth and engagement specialist with Molina, I am actively calling, interacting and teaming up with local organizations to understand gaps in our systems, identifying ways to address those gaps and helping Molina members make the best decisions for their own care. It has been a privilege to work with Molina and give back to my community over the past three years – not only as a health care provider but as a friendly face who people can trust.

Having been on Medicaid myself, I understand how crucial it is to have someone helping you along your health journey. Through my work, I educate expectant mothers about their benefits and how to use their voice to access vital care for themselves and their children.

By prioritizing time to build trust in our communities, Molina is effectively reaching those we serve and becoming a long-term partner to local organizations, nurses, caregivers and members. It is wonderful to see people light up when I walk into the room, knowing that I represent Molina and am there to help. I love what I do because I have been there – I have been in a place where I did not understand my own health options. Today, I can help educate others to be their healthiest selves, and that is **Why I Serve.**"



You can read more "Why I Serve" stories on our [website](#).