

CareFirst Commitment Funding Priorities

Following is a brief overview of the primary areas of focus for the CareFirst Commitment program. First and foremost, CareFirst is dedicated to supporting health care initiatives.

The four highest priorities within health care are:

1. **Access** to basic health care services for the under and uninsured.
2. **Quality** efforts that reward the delivery of the safest and highest quality health care services.
3. **Disparities** - Initiatives that target high risk populations such as Hispanics, African Americans, Senior Citizens, Maternal and Infant care.
4. **Wellness** - Efforts that focus on preventive care and promote healthy lifestyles through physical fitness and proper nutrition.

In priority order, CareFirst's community investments are directed on an annual basis towards:

1. **Subsidies and Enhanced Access programs** in cooperation with State/City governments in which CareFirst offers subsidies and key capabilities to serve large populations – approx. 74%
2. **Catalytic Giving** to programs that are innovative with a goal of effecting long-term systematic change and improvements in the health care system – approx. 11%
3. **Programmatic Initiatives** that target a diverse population and/or addresses one of our top health concerns – approx. 8%
4. **Targeted Health -- Giving through others** to provide community-based health care for the under-served, i.e., medical mobile units, free clinics, etc. – approx. 4%
5. **Community sponsorships** that support a particular cause, i.e., walk-a-thons, fund-raising gala's, health fairs, etc. – approx. 2%
6. **Corporate Memberships** with business organizations, advocacy groups and trade associations, i.e., Chambers of Commerce – approx. 1%

