

Connection Is Everything

2024 Community Health Snapshot
GEORGIA





“ Communities have the power to spread well-being, increase resilience, and connect people – some of the biggest factors that shape health.”

– Bechara Choucair, MD
Executive Vice President and Chief Health Officer
Kaiser Permanente



A message from our director of community health

We are proud to collaborate with communities across Georgia to address the biggest factors that shape people's health.

In 2024, we invested \$63 million in a broad range of programs and charitable initiatives designed to meet the needs of the communities and members we serve. We worked with community partners to expand access to health care, grow the mental health workforce, and support members facing housing instability.

Through our Charitable Health Coverage Program, we expanded access to care, achieving a 40% increase in enrollment. Our Medical Financial Assistance program supported 24,000 patients, helping them manage and afford essential medical services. And our Mobile Health Vehicle program expanded its reach, increasing visits by 60% since 2023 to better serve neighborhoods in need.

We also advanced our medical-legal partnership initiative, offering no-cost legal services to patients facing housing instability. In collaboration with Resilient Georgia, we launched the Mental Health Workforce Accelerator, enrolling 40 candidates to strengthen the state's behavioral health workforce.

Together, these efforts reflect our deep commitment to improving health outcomes for communities across Georgia.

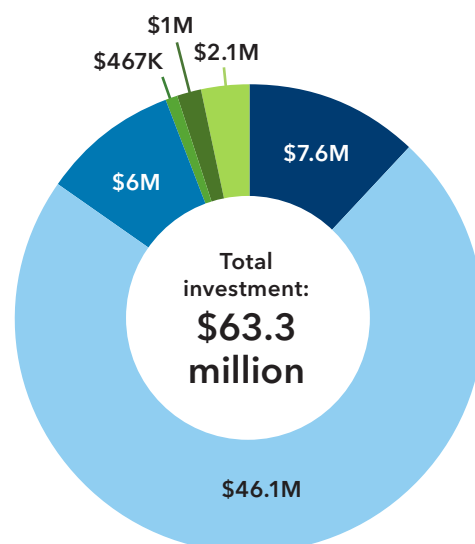
Stefanie Hurst

Senior Director of Community Health
Kaiser Permanente of Georgia

2024 by the numbers

Community health investment by program

\$7.6 million Medicaid and other government programs	\$467,000 Health professions education
\$46.1 million Charitable coverage and care	\$1 million Research
\$6 million Grants and donations	\$2.1 million Other



Mental health

In Georgia, 152 of 159 counties are experiencing shortages of mental health care professionals. The state also ranks 49th in the nation for mental health care access.

Currently in the U.S., less than half of the people graduating from master's degree programs make it to licensure.

Kaiser Permanente collaborated with Resilient Georgia on our Mental Health Workforce Accelerator program to help close this gap. This program helps grads by providing mentoring, networking, and peer support opportunities as they navigate the complex licensure process.

As a result, more diverse, licensed clinicians can support Georgians in need of mental health care. In 2024, we expanded our placement sites to 33 locations.

“ This partnership with Kaiser Permanente is a critical step to developing the workforce of mental and behavioral health professionals that is desperately needed. ”

– Emily Anne Vall, PhD, Executive Director,
Resilient Georgia

BY THE NUMBERS

40

counties helped organize candidates and fellows enrolled in the program

4,093

clients seen for mental health care

Beyond the data: Julia's story

As an immigrant, Julia Pavon Rojas knew she wanted her work as a mental health counselor to focus on providing culturally competent bilingual care to immigrant communities.

But the path to licensure can be daunting for recent graduates like Rojas. To help her navigate the process, the program helped connect her to resources, guidance, and a community of other candidates.

Now, Rojas is working toward licensure with the support of the program at Ser Familia Inc., providing care to Spanish-speaking and immigrant communities and others.



“ This program has provided me with a space to ask questions, feel supported, and receive resources and guidance to licensure that have made this journey easier and more accessible to me as a newly graduated clinician. ”

– Julia Pavon Rojas, MS, National Certified Counselor,
Mental Health Counselor, Ser Familia Inc.

Access to care

Kaiser Permanente Charitable Health Coverage Program

Kaiser Permanente's Charitable Health Coverage Program provides health coverage to people with low incomes who don't have access to public or private health coverage. In 2024, 1,426 participants enrolled in the program.

Safety-net support

We are supporting the work of community organizations to provide care to more Georgians. Approximately 3.3 million, or one-third of Georgians, live in an area with a primary care shortage. Fourteen percent of Georgia residents are uninsured, and many have incomes below 150% of the federal poverty level.

We invested more than \$1.1 million to support Georgia's free clinics and federally qualified health centers in 2024. This helped ensure people without health coverage could access high-quality care and coverage.

BY THE NUMBERS

24,103

people approved to receive coverage for medical costs



“ This funding fosters greater patient understanding of chronic disease management, proving that strategic funding drives meaningful and lasting health improvements in communities. For patients, the return on investment is priceless. ”

– Donna Looper, Executive Director,
Georgia Charitable Care Network

Maternal and infant care

We work with community organizations to help improve Georgia's maternal health outcomes by enhancing prenatal and postnatal care, linking people to childbirth support services, and addressing disparities in maternal care. We supported the expansion of doula services, perinatal workforce services, and breastfeeding resources for new mothers.

As a result of our long-standing commitment to improving maternal and infant care, we received the Corporate Champion Award from the Healthy Mothers, Healthy Babies Coalition of Georgia.

Confident and supported through pregnancy

Due to high-risk medical concerns, Yuvon Mobley's doctor urged her to undergo an induction or cesarean section. But Mobley wanted a natural birthing experience, so she was referred to the Better Birth Outcomes Program run by the Center for Black Women's Wellness. Through funding from Kaiser Permanente, the Better Birth Outcomes Program connected Mobley to a doula who supported her through pregnancy, labor, and postpartum recovery.

BY THE NUMBERS

\$400,000

invested in maternal health



“ [My doula] didn't just care about me having a healthy baby. She cared about me being well – physically, mentally, emotionally – through all of it. ”

– Yuvon Mobley

Mobile Health Vehicle

Our Mobile Health Vehicle improves access to health care for adults in our community who don't have insurance or lack sufficient insurance coverage. We collaborate with nonprofit organizations across the metro Atlanta area to provide no-cost health screenings and resources.

Our Mobile Health Vehicle is equipped with a reception area, 2 exam rooms, a lab, and computers. It also features an accessible wheelchair lift.

The Mobile Health Vehicle exemplifies our commitment to closing gaps in access to care and enhancing care delivery. It also allows us to continue to work toward the prevention and early detection of illness and to better treat ongoing conditions.

We collaborate with nonprofit organizations across the metro Atlanta area to provide no-cost health screenings and resources.

BY THE NUMBERS

1,053

people served by the Mobile Health Vehicle

60%

increase in Mobile Health Vehicle use in 2024





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