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Policy Priorities

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& Education

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ethical & transparent
Financial Stewardship

Evolving with Purpose



WEST VIRGINIANS
FOR AFFORDABLE HEALTH CARE

— 2024 ANNUAL REPORT

A MESSAGE FROM OUR LEADERS

It is an honor and privilege to bring you the 2024 Annual Report.



Ellen Allen
Executive Director

You already know us, but did you know that West Virginians for Affordable Health Care (WVAHC) is the only nonprofit organization in the state whose sole mission is to advance public policy—informed by the consumer voice—that connects more children and families to high quality, affordable healthcare?

After spending more than 10 years at Covenant House, it is an honor to work on emerging healthcare issues that so dramatically impact the lives of people in the state that I love so much.

WVAHC works to educate policymakers and the public about cost, quality and access to healthcare in West Virginia, including opportunities to expand health care access through public and private health insurance coverage, especially for children.

Below are just a few of our most recent successes of which WVAHC was a collaborative partner:



Gail Bellamy, PhD
Board President

- *Staunchly defended any reductions in Medicaid services and advocated for full funding*
- *Advanced the extension of Medicaid/CHIP enrollment for infants and children up to 12 months of age*
- *Supported the expansion of the Medicaid dental benefit from \$1,000 to \$2,000 over two years. It allows Medicaid recipients more flexibility to purchase dentures—both sets—at the same time*
- *Pushed back on Big Pharma when drug manufacturers started implementing restrictions on contract pharmacies under the federal 340 B program. WVAHC advocacy allows safety net providers to continue to provide discounted prescriptions*
- *Fought to protect robust immunization laws which ultimately resulted in Governor Justice vetoing anti-vaccination legislation passed by the Legislature*
- *Implemented caps of \$35 for insulin and the negotiation of drug prices for Medicare recipients*

- *Helped pass a bill to extend Medicaid coverage to pregnant women and their newborn infants to 185 percent of the federal poverty level and to provide coverage up to 1-year postpartum.*

WVAHC's staff and board of directors are deeply grateful to our partners, supporters and funders, as well as all West Virginians who are joining us on the journey to bring a consumer voice to public policy so that every West Virginian has quality, affordable healthcare, and the opportunity to lead an informed, healthy, and productive life.



Ellen Allen
Executive Director



Gail Bellamy, PhD
Board President

WVAHC fights to advance the following five policy goals to improve the health and lives of all West Virginia families:



1. Preserve, Protect & Defend Medicaid Funding
2. Fill the Decrease of Federal Match with State Dollars
3. Advance Multi-Year Continuous Enrollment for Children
4. Promote the health status of West Virginians by addressing social drivers of health
5. Support and promote a strong, well-funded public health infrastructure with evidence-based practices

STORYTELLING

EMEE Voices: Elevating the Medicaid Enrollment Experience

Mariah Plante has been working on a year-long project uplifting the voices of West Virginians enrolled in Medicaid who have experiences with SUD recovery and/or parenthood.

In collaboration with Rhonda Rogombe at the West Virginia Center on Budget & Policy, Mariah has collected 20 video and audio responses from 10 counties, which will be used to help improve the Medicaid enrollment experience for families across the state.



In addition to writing two op-eds a month for West Virginia Watch, WVAHC has stepped up its public education and outreach. Our analytics show it is having the intended effect, as our reach continues to grow.

2024 Social Media Highlights

During the month of **August**, WVAHC ran two social media campaigns. The first campaign was for National Immunization Awareness Month (NIAM). The second campaign was highlighting oral health in conjunction with the Oral Health and Equity Network (OPEN) to raise the profile of oral health.



September was National Recovery Month, so WVAHC ran a month-long social media campaign around Substance Use Disorder (SUD) and Recovery. In addition to National Recovery Month, WVAHC also highlighted:

- Ovarian Cancer Awareness Month
- Childhood Cancer Awareness Month
- Prostate Cancer Awareness Month
- World Alzheimer's Awareness Month

Over the last 12 months, WVAHC has increased its social media reach on Facebook just over **435%**

Reach
33.9K ↑ 453.1%

Reach breakdown

Total
33,850 ↑ 453.1%

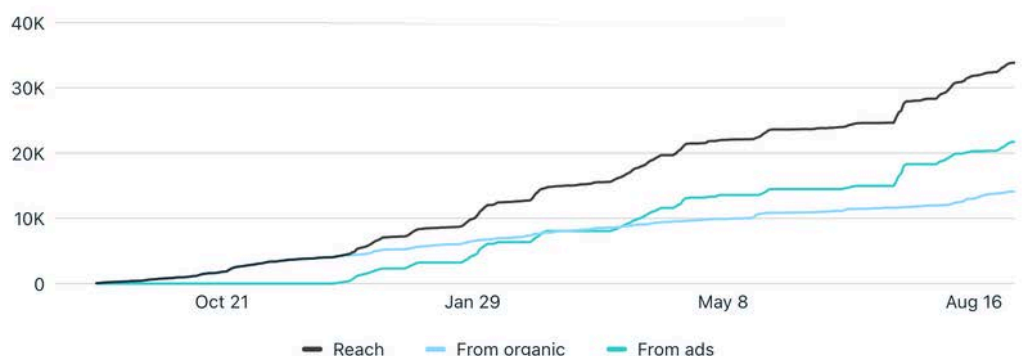
From organic
14,117 ↑ 263.7%

From ads
21,703 ↑ 18.9K%

Content interactions
5.8K ↑ 169.8%

Followers
Lifetime
2.5K

Link clicks
1.5K ↑ 322.9%



2024 **ROCKEFELLER AWARD** **DINNER**

WVAHC recognized Barbara Fleischauer with the distinguished Rockefeller Award earlier this year for her lifetime contributions to improving access to health care for West Virginians.



Barbara Fleischauer served in the WV House of Delegates for over 20 years where she sponsored and passed important legislation protecting the rights of women and children; expanding healthcare; advancing civil rights; and improving benefits for veterans and disabled Mountaineers.

The Rockefeller Award, named in honor of former West Virginia Senator Jay Rockefeller, is given annually to an individual for their work, dedication, and inspiring efforts to ensure that every West Virginian has access to affordable and quality healthcare coverage.



Some of Fleischauer's most notable and enduring achievements include:

- Capping insulin costs for diabetics
- Improving access to medical care in rural West Virginia
- Increasing funding and insurance coverage for children with autism
- Creation of the Office of Oral Health.



*Gina Sharps - Executive Director,
WV Oral Health Coalition*

Medicaid Matters: **A COMMUNITY SUMMIT ON HEALTH CARE**

WVAHC was thrilled to host its annual Medicaid Summit earlier this year, Medicaid Matters: A Community Summit on Healthcare

We have hosted the Medicaid Summit for over a decade to highlight the significance of the state's largest health insurance program and how it provides access to affordable care for the most vulnerable West Virginians.

Session 1: Enroll & Eat

In keeping with our tradition and mission of bringing a consumer voice to public policy, we added a new session this year: "Enroll & Eat" which focused on educating the public, providing free enrollment assistance, and providing guidance to individuals who may have lost coverage, or just need help navigating the system.



Session 2: Policy Talks



The afternoon session consisted of policy conversations from local experts, Deputy Commissioner of the Bureau of Medical Services, Sarah Young; Jeremy Smith, WV Navigator; Gina Sharps, WV Oral Health Coalition; Rich Sutphin, WV Rural Health Association; and Leah Cook, Recovery Point. Approximately 50 people attended the Summit and 3 consumers received enrollment assistance.

In one of the poorest states in the country, the cost of health care in West Virginia weighs heavily on our residents. Medicaid is a lifeline.

Medicaid matters. Period.

OUR TEAM

Together we work to make health care more accessible in West Virginia.



Ellen Allen, M.B.A.,
Executive Director

Ellen is a West Virginia native and fixture in the state's nonprofit world, with more than three decades of management and executive, finance, and people-centered/mission-driven leadership.

Most notably, Ellen served over 10 years at Covenant House. Under her tenure the organization received the 2017 Nonprofit Excellence Award from the WV Non-Profit

Association, one the highest honors in nonprofit leadership. She was also recognized by the POZ 100 for her outstanding work in the HIV/AIDS community.

She is a regular contributor to *West Virginia Watch*, offering commentary on emerging healthcare issues.

Ellen was selected as a 2022 Wonder Woman by *WV Living Magazine*. She has a Master of Business Administration from Averett University and B.S. in Business Administration from Concord College. Appointed by then Governor Manchin, Ellen served on the WV Human Rights Commission and the WV Women's Commission.

She has a daughter, Sarah, and is married to Sue Julian. Ellen enjoys travel, cycling, hiking, and reading.



Mariah Plante
Child Health Policy Advocate &
Story Collection Coordinator

Mariah Plante is a creative professional based in Wyoming County, WV.

Since 2021, Plante has served as the story collection coordinator for WVAHC, gathering health care stories from West Virginians all over the state and amplifying their voices to inform the policies that shape our communities.

A graduate of Marymount Manhattan College, Mariah is also the artistic eye behind the organization's recent rebrand and content design. Her work, in collaboration with Communications Director, Lynette Maselli, elevates the visibility of important policy issues and public health resources in West Virginia.

BOARD OF DIRECTORS

President

Gail Bellamy, Ph.D.

Vice President

Lou Ann Johnson

Treasurer

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*Assistant Dean, Faculty Practice
and Community Engagement,
WVU School of Nursing*

Secretary

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Joyce Wilson

Vice President,
WV Nurses Association

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Executive Director, Milan
Puskar Health Right

Lara Foster
Transition Agent,
Jobs & Hope WV

Jeremy Smith
Program Director and Organization
Outreach Coordinator,
WV Navigator, a program of
First Choice Services

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Professor of Public Health at
West Virginia University

Chris Zinn
*Retired Hospice Nurse and
Executive Director,
Hospice Council of WV*

Sharon Carte
*Former Director of
WV CHIP*

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CareQuest
Institute for Oral Health™

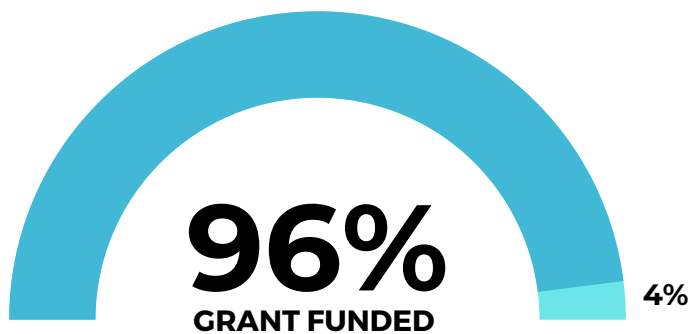


FINANCIAL STEWARDSHIP

WVAHC leadership promises our community and funders ethical and transparent stewardship of the generous resources to which we have been entrusted. This includes low overhead so your investment goes directly into programming that fuels our mission to assure all West Virginians have access to affordable, high quality healthcare.

WVAHC receives no state or federal funding.

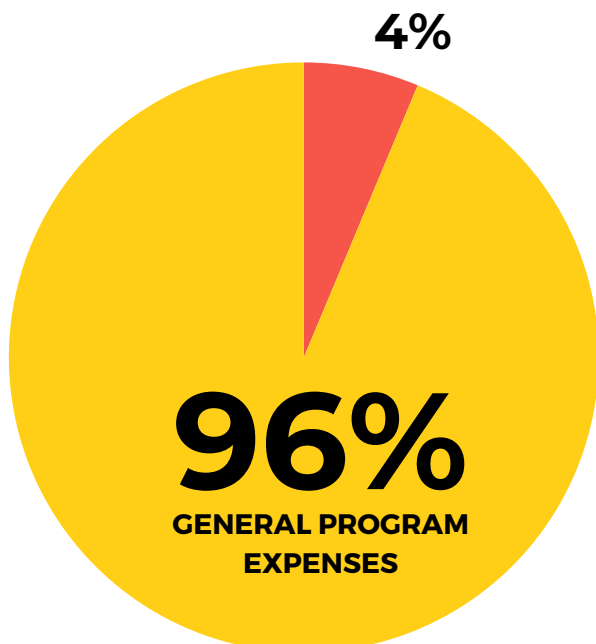
2024 Revenue



■ Foundation Grants
 ■ Fundraising/Contributions

Expenditures

■ General Program: **\$514,016**
■ Management/General: **\$34,620**



OUR PARTNERS

ACEs

- Access Health WV
- ACLU-WV
- CareSource
- Covenant House
- EveryChild NOW
- Fairness WV
- Family Care WV
- First Choice Services
- For West Virginia's Future
- Highmark
- Harmony Mutual Health
- Health Access Inc.
- Mainstreet Rural Health
- National Association of Social Workers, WV
- Recovery Point
- Roane General Hospital
- Princeton Community Hospital
- SEIU 1199
- Sisters of St. Joseph Health & Wellness
- Southern West Virginia Health Systems
- The Health Plan
- TEAM WV
- Vandalia Health
- YWCA-Charleston
- Women's Health Center
- WV AFL-CIO
- WV Center on Budget & Policy
- WV Child Advocacy Network
- WV Coalition Against Domestic Violence
- WV Council of Churches
- WV Free
- WV HUB
- WV NAACP
- WV Navigator
- WV Rural Health Association
- WV Oral Health Coalition
- WV Perinatal Partnership
- WV Strong Communities

JOIN THE FIGHT

GIVE ONLINE OR BY MAIL

Your support allows us to continue working to advocate for positive public policy change, develop innovative public education programs, protect and preserve programs that serve our mission, and assist individual consumers in navigating the healthcare system.

[WVAHC.org/donate](https://wvahc.org/donate)



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