

CVS Health Zones Project

Family Health Centers of Georgia
Atlanta, Georgia



The Family Health Centers of Georgia began modestly in 1975 with just eight exam rooms serving residents in the Atlanta, Georgia area. It has since grown to ten locations in the Atlanta metropolitan region, serving over 17,000 patients annually, including the first school-based health centers in three counties and a 41 ft. state-of-the-art mobile medical and dental unit.

In recent years, the center saw a shift in Atlanta's public housing environment, and older residents in Section 8 housing were being relocated or integrated into other communities, creating a challenge in reaching those seniors who did not move. With the CVS Health Zones grant, the goal was to make sure none of those seniors that were left behind in zip code 30318 had any barriers to accessing care.

FHC's plan for the grant was to have 75 new seniors from 30318 come into one of their centers and access care by the end of the year. To reach them, FHC attempted several things. First, they created four targeted mailers that they sent out to the zip code, in hopes that listing their services and targeting seniors would bring a response. The mailers included free Uber health rides and the CVS logo. Unfortunately, the initial mailers did not create the dramatic response they had hoped for.

Staff then did an in-person event and included a behavioral health specialist, and in a surprising twist, got more seniors to engage from that event. As of October 2022, they had gotten 20 new seniors from the area code to engage with their services.

Future ideas include creating two additional mailers with different marketing incentives, asking permission to table at a local CVS, possibly in conjunction with a CVS mobile unit, and continuing to partner with others in the community (local churches, community organizations, etc.) to help spread the word.

Though the team has had some frustration with the lack of engagement, the team leader's response is "if we change one person's life, we did our job."

**Ensuring
seniors are
not forgotten
and are able
to access
care in this
gentrified
area of
Atlanta.**

2021 Health Center Data

- 17,601 total patients
- 96.67% racial and ethnic minority patients
- 2.87% of patients best served in a language other than English
- 13.49% of patients are uninsured
- 62.63% patients have Medicaid/CHIP insurance
- Special populations served: people experiencing homelessness, migrant and agricultural workers, and residents of public housing