

2023 Community Impact Summary



Quartz knows that our local roots and connections with our neighbors are what set us apart. We don't just provide access to the best health care around. We're part of our communities, and know we only succeed if our communities succeed.



In 2023, Quartz focused our community engagement efforts on three primary goals. We know that we can have the greatest impact on our communities when we participate in activities that allow us to work toward multiple goals, in alignment with Quartz's strategic objectives.

Connection

Quartz knows that our strong ties to the communities we serve are what makes us different from other health plans. We understand more about what our members need because they're also our friends, family, colleagues, and neighbors. That's why we're focused on participating in activities and events that allow us to connect with and engage the communities we serve, while also raising awareness about Quartz, so that we can bring well-living to more of our neighbors.

Improving Health Outcomes

Quartz believes in providing health care for the whole person. That means going beyond simply providing access to treatment when someone gets sick. Quartz believes in taking action today to help our members take control of their health and be better prepared to take on the challenges of tomorrow. That's why we're focused on supporting events that enable our community members to make the most of life and improve their overall health. From encouraging fitness and nutrition to supporting mental health and preventive care initiatives, Quartz is committed to proactively supporting our members and communities in their wellness journeys towards a life well-lived. That's our mission here at Quartz.

DEI&B

Quartz believes in a future where well-living is always within reach for everyone in our communities. We also know that too many of our neighbors face unique challenges like the social determinants of health that can present barriers to positive health outcomes. That's why we focus much of our community engagement efforts on activities that allow us to fight for greater health equity and to help ensure that *all* our neighbors have access to a life well-lived.

2023 Highlights



Quartz invested approximately **\$95,000** in individual community sponsorships across our markets.

370 Quartz employee volunteers used their company volunteer time benefit to donate **11,434** hours to more than **14** community organizations.



Quartz supported more than **80** public relations and community event activations through a wide variety of marketing efforts.



Quartz launched the first sites of our statewide partnership with **National Fitness Campaign** with ribbon-cutting events for our first two fitness courts.



We continued our **partnerships** with the Wisconsin Badgers, Madison Mallards, and Milwaukee Brewers, including hosting two sold out Yoga in the Outfield events, welcoming **500 participants** to ignite well-living at American Family Field.



Quartz launched our new **Community Beat partnership** with the Wisconsin Chamber Orchestra for the 40th Anniversary of Concerts on the Square, deepening this key partnership and **delivering over 460,000 impressions** to area residents.



Quartz launched our new **corporate van**, driving brand awareness and education within the communities we serve.

Employee Resource Group (ERG) Highlights

In 2023, we grew our ERGs from six to eight groups, and increased membership from 21% of employees participating to over 26% participation! These groups play a pivotal role in fostering a positive and inclusive work environment. Their contributions are not only recognized but also deeply appreciated. Here are just a few highlights from 2023:

- **Allies of LGBTQ+:** Posted resources/education information; hosted a virtual Drag Lunch and Learn; donated to a number of organizations that support the LGBTQ+ community in our service area.
- **Black Voices at Quartz:** Shared information on topics such as MLK Jr. Day, Black History Month, Black Maternal Health and more; hosted a Hybrid Lunch and Learn regarding Juneteenth; participated in the 2023 Back 2 Skool Bash and led a school supply drive.
- **Blended:** Launched in April 2023. Participated in the Milwaukee Pride Parade; donated to several local community organizations.
- **Diverse Ability:** Launched in April 2023. Shared multiple resources, monthly disability holidays, and dates on their Prism page; participated in the One Walk, Big Strides for Autism; donated to other local organizations.
- **Hispanic/Latinx:** Educated employees via posts on mental health and Cinco De Mayo; hosted the first annual Salsa Cook-off.
- **LGBTQ+:** Shared information and education for employees on a variety of topics; participated in 2023 Pride Month Events; donated to several LGBTQ+ groups in our service area.
- **Military Service Member:** Dedicated the new flagpole at Rimrock and purchased a corresponding plaque; held a virtual Lunch and Learn for Veteran's Day; volunteered and donated funds to the Badger Honor Flight and the Freedom Honor Flight.
- **Quartz Women United:** Held multiple virtual Lunch and Learns with guest speakers on a number of diverse topics.