

Peach State Health Plan's \$27.7M Investment Shows Strong Commitment to Member Wellness - Jul 17, 2025

ATLANTA, July 17, 2025 /PRNewswire/ -- Peach State Health Plan (PSHP) has invested \$27.7 million in additional Medicaid benefits from 2022 through 2024. Known as Value-Added Benefits (VABs), this includes services and activities designed to encourage healthy behaviors, strengthen care connections, and improve overall access to support. They are meaningful, real-life resources that help the health plan's most vulnerable members stay covered, well, and supported. Some restrictions and limitations may apply.

Over the past three years, 20% of PSHP's total VABs spending, or \$5.4 million, was dedicated to vision care. Additional investments included \$5.0 million for My Health Pays (Wellness Works), \$4.3 million for Over-the-Counter (OTC) items, and \$3.4 million for dental care.

"Our mission is rooted in supporting the communities we serve," said Clyde White, President and CEO of Peach State Health Plan. "This investment is another way we are delivering on that promise, providing our members with resources that go beyond basic healthcare, so they can live healthier lives."

This year's VABs portfolio reflects on PSHP's commitment to supporting members' day-to-day needs and placing a stronger focus on removing barriers to care especially those tied to social drivers of health (SDOH). From job training and mental health tools to emergency childcare, every benefit is a touchpoint that shows members that they matter, and that Medicaid means more. Here is some of what's included in PSHP's 2025–2026 benefit cycle:

- Up to six months of emergency childcare support provided through Quality Care for Children for eligible members facing urgent needs such as interviews, medical visits, or loss of care.
- New 24/7 mental health support through Pyx Health gives members free, anytime access to emotional check-ins, encouragement, and real human connection.
- Up to \$240 each year to shop for everyday health essentials like cold medicine, toothpaste, and other care items at no cost through the Over-the-Counter (OTC) Benefit, making it easier to stay healthy while and stretch household budgets.
- School-Break Grocery Allowance: Provides eligible Medicaid families with a prepaid card to help cover the cost of healthy groceries when school meals aren't available.
- Free annual eye exam and \$100 toward glasses, contacts or broken frames through our Vision Benefit.
- Work-Ready Scholarships which equips eligible members with career-boosting job training and certifications through Goodwill Industries, helping them gain in-demand skills and enter the workforce with confidence.

"Peach State Health Plan is committed to going beyond traditional healthcare by addressing the everyday needs of our members," said Tara Freeney, Senior Director of Commercial Operations. "The investment in Value-Added Benefits reflects a dedication to improving quality of life across Georgia to meet members where they are and support healthier futures."

PSHP's Value-Added Benefits are reviewed and updated every year for launch on July 1. To see a full list of available benefits, visit <https://www.pshpgeorgia.com/value-added-services.html>.

About Peach State Health Plan

[Peach State Health Plan](#) is a care management organization that serves the needs of Georgians through a range of health insurance solutions. Peach State Health Plan serves the Medicaid and PeachCare for Kids[®] population in partnership with Georgia Families. The organization also focuses on under-insured and uninsured individuals through its federal insurance marketplace plan, Ambetter, and its Medicare Advantage Special Needs Plan. Peach State Health Plan is a [Centene](#) company, a leading healthcare enterprise committed to helping people live healthier lives. For more information visit www.pshpgeorgia.com.

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