



January 18, 2020

John Barger, Medicaid President  
Humana  
101 S. Fifth Street  
Louisville, KY 40202

Mr. Barger:

The Bounce Coalition, a fiscally sponsored entity of the Community Foundation of Louisville (a 501C3 public charity-EIN 31-0997017), is dedicated to building the resiliency of children and families by improving knowledge about the impact of adverse childhood experiences (ACEs) and the skills to help people bounce back from adversity. We accomplish these goals through collaboration and meaningful partnerships. This letter serves as a record of support for Humana’s response to Kentucky’s 2020 Medicaid Managed Care and Supporting Kentucky’s Youth RFPs, and our intention to work with Humana to serve its members throughout the Commonwealth.

Bounce draws on strong evidence that adverse childhood experiences (ACEs) are linked to long-term behavioral, mental, and health risks. Unfortunately, the problem of ACEs is particularly profound in Kentucky where 27% of children have experienced one ACE, 13% two ACEs, and 14% three to eight—among the highest in the nation. The good news is that trauma need not define one’s destiny. Bounce uses evidence-based best practices to help individuals and organizations recognize and respond to trauma, building protective factors and shifting the perspective from “What is wrong with you?” to “What happened to you?” This collective impact initiative focuses on:

- Educating and training to build resilient children and families
- Strengthening referral networks when more help is needed
- Measuring impact
- Advocating for policies that support trauma-informed communities and systems

Humana’s efforts will address the core needs of our community’s vulnerable children and families – fostering resiliency-building knowledge, skills and practices across Kentucky. The Bounce Coalition is proud to collaborate with Humana to help the citizens of Kentucky who are served by Medicaid to thrive.

Sincerely,

Matthew L. Bacon  
Interim President & CEO; CFO  
Community Foundation of Louisville

Betty “BJ” Adkins  
Co-Chair  
Bounce Coalition

David Finke, PhD  
Co-Chair  
Bounce Coalition

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Bounce is an unincorporated fiscally sponsored entity of The Community Foundation of Louisville  
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