



PRESS RELEASE

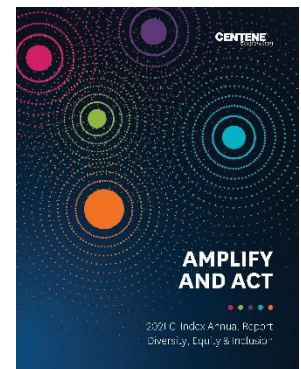
For Immediate Release

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Best Foot Forward Highlighted by Its Partner, Centene Corporation, as Strategic Diversity Supplier in Recent Annual Report

MARCH 7, 2022 – Best Foot Forward (BFF), a health resource management firm specializing in helping government-insured managed care health plans, is proud to share that they were featured in Centene Corporation’s recently released “AMPLIFY AND ACT – 2021 Annual Report on Diversity, Equity and Inclusion.” Centene, a Fortune 25 company and multi-national healthcare enterprise that is committed to helping people live healthier lives, showcased BFF while underlying the importance of advancing diversity within its supplier chain, calling “driving supplier diversity a strategic enterprise-wide effort.” Centene notes that more than 50% of its health plans work with suppliers like BFF to develop budgets, strategies, and timelines to ensure diverse participation.



Since 2018, Centene affiliate, Meridian Health in Illinois, has contracted with BFF—a certified minority business—to help the health plans enhance member engagement. As part of a pilot program, BFF was successful in assisting Meridian increase member participation in health risk assessments. BFF began by contacting 200 members per month. Thanks to a high rate of success during the pilot, the partnership has continued to grow, and BFF now contacts 4,000 members per month and their business footprint has expanded to eight states.

BFF co-CEO Byron Dennis explained, that BFF was honored to be featured in the Centene Report as an excellent example of success. “The great part about our relationship with Centene are the team members we work with, who treat us as partners rather than vendors. Our Centene partners represent diversity in culture,

religion, identity, and thought, and building an environment where all voices can thrive is a value we share," he said.

Best Foot Forward's mission is to assist health care organizations and government-insurance payors to first locate, re-establish contact, and then connect them to their new members or with their hard-to-reach, high-utilization, or target-risk group members. BFF is known within the health management industry for having a best-in-class success rate of 50% in reconnecting to what is referred to as 'Unable to Contact' members.

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ABOUT BFF

Best Foot Forward (BFF), a certified minority-owned business, is headquartered in South Florida, with offices in Illinois, Indiana, Ohio and Pennsylvania. BFF's mission is to provide integrated programs using insight-driven solutions that focus on delivering a clear process to connect, communicate, and assist managed care members and plan providers.

www.bestfootforwardsales.com

Best Foot Forward

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—Byron Dennis,
Co-CEO Best Foot Forward

