

COMMUNITY CARE PLAN (CCP) SELECTED AS THE RECIPIENT OF THE ESTEEMED MATERNAL INSTINCT AWARD BY BROWARD HEALTHY START COALITION

CCP's innovative approach exemplifies the spirit of maternal care and resourcefulness

Sunrise, Fla. (April 15, 2024) – South-Florida-based **Community Care Plan (CCP)**, *the health plan with a heart*, is pleased to announce that it was selected as the recipient of the esteemed Maternal Instinct Award by Broward Healthy Start Coalition, the leader in Maternal and Child Health policy and programming in Broward County. This prestigious recognition celebrates Community Care Plan's original and effective solutions to a maternal or child health challenge, specifically in the establishment of [Heart Community Resource Center](#).



Community Care Plan led the Broward Black Maternal Health Collaborative that was awarded \$850,000 in funding from the Health Foundation of South Florida to improve OB outcomes for Black women and support the opening of the HEART Community Resource Center and Broward Healthpoint Maternity Care Center in an area currently known as a maternity care desert. Opening later this month, the centers will address the health disparities faced by pregnant or post-partum Black women by integrating their social needs and clinical care. This will include:

- OB/GYN services
- Centering, group-based prenatal care
- Classes such as nutrition, exercise, and breastfeeding
- Links to community programs and services
- Childcare while at the center

“At Community Care Plan, we understand the importance of improving obstetrical outcomes for black women,” stated Jessica Lerner, President & CEO of Community Care Plan. “With the Heart Community Resource Center and Broward Healthpoint Maternity Care Center, we ensure that women in the Lauderdale Lakes and Lauderhill areas have easier access to both medical and social

related services. We appreciate that this recognition celebrates our team’s commitment and dedication to the community.”

“Community Care Plan’s unwavering commitment to improving maternal and child health outcomes has left an indelible mark on our community,” said Broward Healthy Start Coalition’s Chief Executive Officer, Monica Figueroa King. “Through the Community Resource Center, Community Care Plan is bridging critical gaps, providing essential services, and positively impacting the lives of women, infants, and families. Thank you for championing the well-being of our community and ensuring that no one is left behind.”

The award was presented to Community Care Plan at Broward Healthy Start Coalition’s 2024 Maternal and Child Health Conference held on Friday April 12, 2024.

[Heart Community Resource Center](#) is located at 3736 W Oakland Park Blvd in Lauderdale Lakes and will have a grand opening on [Saturday, April 27, from 9am to 12pm](#).

About Community Care Plan:

[Community Care Plan](#), the health plan with a heart, was created in 2000 as South Florida Community Care Network and is based in Sunrise, Florida. We are owned by two large, well-respected hospitals, Broward Health (North Broward Hospital District) and Memorial Healthcare System (South Broward Hospital District). We serve 150,000 members in Florida Healthy Kids, Medicaid, self-insured employee health plans, and uninsured programs (managed by [SydCura](#), our third-party administration division). We strive to ensure that every community has access to equitable, high-quality affordable healthcare.

Our health plans go beyond doctor visits. They cover a wide range of health and medical benefits and offer an excellent choice of providers and community resources to help overall well-being. Our team also works hard to provide personal and exceptional customer service.

Community Care Plan maintains Health Plan, Health Equity, and Multicultural Distinction accreditation by the National Committee for Quality Assurance (NCQA) for its Medicaid Health Plan. We are also accredited by the Accreditation Association for Ambulatory Healthcare as a Health Plan.

For more information, please visit www.CCPcares.org.

About Heart Community Resource Center:

Community Care Plan is the health plan with the heart, and our mission is to build healthier communities. To do that, we created HEART, which stands for Health, Education, Access, Resources, and Tools. Together, these form the basis for a happy, healthy life and we intend to bring these to you through the HEART Community Resource Center. For more information, please visit www.ourHeart.org.

Media Contact Information:

Suzanne Tamargo
954-622-3342
stamargo@ccpcares.org