



nh healthy families™

# Suicide Prevention

Supporting healthcare providers, employing skilled clinicians, utilizing data to identify those at risk, and engaging individuals in their recovery through best practice interventions can save lives. As one of the largest managed care organizations in the country serving some of the most vulnerable individuals, **Centene, NH Healthy Families'** parent company, is dedicated to strengthening access to suicide care, partnering with providers in the delivery of care, and harnessing the power of innovative technology to help individuals live their lives to their fullest.<sup>1</sup>



## THE PROBLEM

Suicide is a highly prevalent — yet preventable — cause of death.

- > Over **49,000** people died by suicide in 2023<sup>1</sup>
- > One death **every 11 minutes**<sup>1</sup>
- > Suicide is the **2nd leading cause of death** among people aged 10-14<sup>2</sup>
- > There were nearly **two times as many suicides** (49,476) in the United States as there were homicides (24,849).<sup>2</sup>

In addition to the loss of human life, the economic cost of suicide and nonfatal self-harm averaged \$510 billion (2020 USD) annually, the majority from life years lost to suicide.<sup>3</sup>

## CHOOSE TOMORROW SUICIDE PREVENTION PROGRAM

Those who struggle with thoughts of suicide often do not have access to interventions that could save their lives. Centene's Choose Tomorrow™ suicide prevention program strengthens access to suicide care, delivering evidence-based interventions, and harnessing the power of innovative technology to help individuals live their lives to their fullest.

### The Impact of Choose Tomorrow



Decreased loss of human life for families and communities



100% of enrolled members connected to needed services



Decreased inpatient admissions



Fewer unnecessary ER visits



Decreased total medical and mental healthcare cost

### Early Risk Identification

Choose Tomorrow's risk model uses advanced data and machine learning to generate individualized risk profiles based on research in suicidology, behavioral health, and social determinants of health. These insights guide care management outreach for early screening, timely support, referrals, and provider engagement to enable fast, effective intervention.

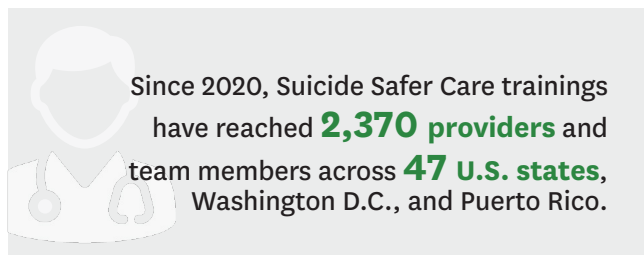
### Engagement and Intervention

Care managers receive ongoing, expert-led training to engage at-risk individuals with empathy and evidence-based methods. Outreach is personalized, including assessments and clinically validated safety planning tools that help members build coping strategies and identify support resources tailored to their needs.

## SUICIDE SAFER CARE HEALTHCARE TEAM SUPPORT AND TRAINING

Centene is also proud to partner with the Association of Clinicians for the Underserved (ACU) to create the Suicide Safer Care (SSC) curriculum.

Using the Zero Suicide framework as a foundation, the Centene Foundation supported ACU to create the Suicide Safer Care (SSC) curriculum to train providers. Primary care providers are often the first point of contact for patients in distress, making them essential in identifying and addressing suicide risk. The SSC curriculum is a vital tool that helps providers assess risk, implement interventions and close gaps in prevention.



### Demonstrated Effectiveness

Are you comfortable providing care to patients with elevated risk of suicide?



Do you feel knowledgeable about risk factors for suicide?



## CONCLUSION

Within the United States, suicide and suicide attempts result in significant, yet preventable, suffering for individuals, families and communities. Payers play a critical role in reducing these fatalities and attempts, and in turn, the associated avoidable distress. Through delivering improved access to high-quality individualized suicide care, partnering with providers, using advanced technology to better identify those at risk, and influencing important legislation, payers play a key role in decreasing this devastating emotional, as well as financial, burden to our society. Centene is proud to be a leader in helping those we serve experience full, fruitful lives, and remains steadfast in preventing unnecessary loss of life.

## SUPPORTING MEMBERS

Suicidal thoughts can occur at any time. Centene wants to make sure members can easily find support whenever they need it, including:

- Inclusion of emergency care resources online including 988 Lifeline
- Nurse Advice Line & After-Hours Support
- Clinical Triage Line available 24/7.

## FEDERAL & STATE POLICY RECOMMENDATIONS

Suicide prevention is a critical public health and mental health concern that necessitates a multifaceted approach involving coordinated efforts at the federal and state levels. Centene supports the 2024 National Strategy for Suicide Prevention, It serves as a key guiding document for these efforts, advocating for a “whole-of-society” approach including:

- Community-Based Suicide Prevention
- Treatment and Crisis Services
- Data, Research, and Quality Improvement
- Health Equity in Suicide Prevention

### References:

- 1 Suicide Data and Statistics, Centers for Disease Control (CDC) 2025
- 2 Leading Causes of Death in the United States for Select Age Groups, CDC, 2022
- 3 Economic Cost of U.S. Suicide and Nonfatal Self-harm, American Journal of Preventative Medicine, 2024



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