

Excellus BlueCross BlueShield

FOODLINK PARTNERSHIP

www.excellusbcbs.com

Excellus BlueCross BlueShield (Excellus BCBS) partnered with Foodlink over the past five years to **invest more than \$285,000 in various initiatives** including:

- Construction of an Urban Farm Playground
- Cooking Together Program
- Food Banks

Excellus BCBS has evolved its relationship from sponsorships and employee volunteering to pilot programs and employee board membership. Excellus BCBS' mission to help people in its communities live healthier and more secure lives aligns with Foodlink's mission to leverage the power of food to end hunger and build healthier communities. Excellus BCBS identified high-risk, high-need Medicaid and SafetyNet members and provided them access to fresh fruits and vegetables via a Mobile Curbside Market for six months. The program also offered cooking education classes and focused on both urban and rural members.

In 2022, Excellus BCBS' partnership will focus on maternal health with a sponsorship for a new Mobile WIC Unit and identifying pregnant members who would benefit from a food delivery program for one year.



"It's incredibly reassuring and valuable to have the support of Excellus BlueCross BlueShield for this innovative expansion of Foodlink's Curbside Market. Food insecurity and poor diet put a burden on our health care system. With our Fresh Account partnership, we are improving health outcomes, lowering health care costs and creating an improved clinical and patient experience for all of our enrolled participants."

– Camille Verbofsky, director of community health programs, Foodlink

