



ACCESSING THE VACCINE

Transportation Efforts:

- Anthem is partnering with Lyft to provide 60 million rides to vaccine administration sites for those in need. We are working in collaboration with partners like the United Way and Indiana Health.

Vaccination Site and Staff Support:

- Anthem has provided support to 36 vaccine clinics in markets across the country:
 - 185 Anthem volunteers took part in the Fulton County Board of Health at Mercedes-Benz Stadium in Atlanta. Accessible by public transportation, they anticipate administering 6,000 vaccinations daily at that location.
 - At multiple Los Angeles Unified School District sites, including SoFi stadium and several additional venues administering 200,000 vaccinations.
 - 50 Anthem volunteers have helped the LouVax effort at Broadbent Arena in Louisville administer more than 50,000 vaccines.
 - Continue work with local organizations to better connect with diverse communities. In a story featured on NPR, Gee's Clippers, a city barbershop in Milwaukee has partnered with Anthem to provide healthcare services including COVID-19 vaccination service on Saturdays.
- Anthem enhanced volunteer policies to enable clinical associates to assist with vaccine administration, and non-clinical associates to aid in logistics. Volunteers have already logged more than 1,800 hours at events across the country.



EDUCATING THE COMMUNITY

Outreach to connect members to vaccine resources, acting as a trusted voice for the public:

- The enterprise has initiated a multi-channel media campaign. The operation has provided more than 1.01 million 'touchpoints' to our members through email, postcards, IVR and social media with a 64% reach rate and 15% opting for additional follow up text messages.
- Anthem website launched a podcast featuring Dr. John Whitney, Vice President Medical and Reimbursement Policy, and Dr. Geoffrey Crawford, Medical Director, who addressed the safety of the COVID-19 vaccine.
- Conducted telephone outreach including both interactive voice response (IVR) and live calls to targeted members. To date, IVR calls have reached out to 835,955 Medicare and Medicaid members aged 65 or greater, reached 471,417 members, and sent 92,494 follow up messages with a link to a state specific page for eligibility and scheduling or CDC link about COVID-19 vaccines. Similar calls went out to more than 50,000 commercial members.



ADDRESSING INEQUITIES

- Joined AHIP and BCBSA on Vaccine Community Connectors program, pledging to promote vaccinations for 2 million underserved, at-risk Americans.
- Joined the Rally for Recovery Commitment, a national commitment to protect employees and communities by encouraging vaccines and continued mitigation efforts.
- Anthem's Corporate Quality team directly engaged more than 2,000 high-risk Medicare members, and at the market level our Amerigroup Plans have reached more than 30,000 members to provide information and aid in schedule.
- Anthem launched a dedicated media campaign to address these members, including beginning telephonic outreach to more than 500,000 members. The calls offer information and support in with scheduling and transportation.

OUR COMMITMENT

Blue Cross and Blue Shield companies remain committed to helping communities across the country during the COVID-19 pandemic. The belief that every American deserves safe and effective COVID-19 vaccines is at the heart of our commitment. We continue to support widespread vaccination events, as well as targeted efforts to reach those with low access. Blue Cross and Blue Shield companies have so far invested \$11.5 billion to support their communities during the pandemic. We're using our deep community connections to build confidence in vaccines. And we're striving to eliminate racial disparities in access. Our goal is to build a more equitable health care system for all, now and beyond the pandemic.

