



ACCESSING THE VACCINE

Created a website to educate Mississippians on how to make a vaccine appointment with the Mississippi State Department of Health, with links to additional sites offering vaccines.



EDUCATING THE COMMUNITY

- Acting as a trusted voice for the public, created dedicated website that includes video message from Corporate Medical Director Dr. Lee Greer on the importance of getting vaccinated.
- Launched PSA/social media campaign about the importance of COVID-19 prevention.
- Hosted virtual meeting for employers and community leaders with Mississippi State Health Officer, Dr. Thomas Dobbs, on creating a safe workplace as employees return to work and how employers can lead by example in their local communities.



ADDRESSING INEQUITIES

Wellness coaches made more than 5,000 outbound calls to thousands of at-risk members and their spouses, including those with chronic disease, used tobacco or were considered to have a high risk pregnancy, to check on health and well-being.



UPCOMING COVID EFFORTS

Partnering with Mississippi's State Health Officer, Dr. Thomas Dobbs, to create educational materials regarding the status of the virus, benefits of receiving the vaccine and educate as many Mississippians as possible.

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. 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.

