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Transportation Efforts:

- BCBSND Caring Foundation expanded funding for COVID-19-related support and services, including providing grantees flexibility in use of grant funds to help support vaccination efforts, including gas and transportation vouchers and other reimbursement for members to get to vaccination locations.

Vaccination Site and Staff Support:

- Worked with all payers and the state to determine a unified way to handle coverage, claims, billing, etc.



- Conducting ad campaigns across the state to encourage people to get vaccinated.
- Established a dedicated COVID-19 vaccine website landing page with resources for North Dakotans.
- Promoted vaccine adoption through social media and employer group and provider e-newsletters focused on vaccine safety and necessity.
- Mailings to members encouraging the vaccine including a focus on high risk populations.
- Medical Director and CEO conducted interviews with local news to educate on vaccine safety.
- Outreach to physicians to support their efforts to encourage vaccination.



- Joined AHIP and BCBSA on Vaccine Community Connectors program, pledging to promote vaccinations for two 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.



Ongoing media alerts, editorials, talk radio appearances and media pitches to:

- Addressing vaccine concerns – promoting the fact that while the COVID-19 vaccines are new, the underlying science is not.
- Correlating vaccine safety with history's prior threats to society – polio and diphtheria which are largely no longer an issue due to vaccines.

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.

