



ACCESSING THE VACCINE

Vaccination Site and Staff Support:

- Created material for customer service advocates (CSAs) that includes links to direct references when needed (CDC, SC DHEC, etc.) as well as material related to benefits. These CSAs are member, client and provider-facing.
- Created material for CSAs to address benefit-related issues concerning the vaccines.
- Offering 16 urgent care centers as vaccination sites, with 5-15 clinical staff per site.
- Allowing all staff members (clinical and non-clinical) up to 40 hours of PTO to volunteer in vaccination efforts.
- Coordinating voluntary opportunities for our clinical staff to vaccinate during work hours at our Doctors Care (urgent care) facilities.



EDUCATING THE COMMUNITY

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

- Partnered with politicians and celebrities early in the pandemic to develop Stop the Spread, a public-facing campaign that addressed masks, social distancing and rumors and myths.
- Sharing SC DHEC (Department of Health and Environmental Control) authored COVID vaccine material through our channels.
- Participating in weekly DHEC and health system led COVID Grand Rounds held via teleconference for a large audience.

Supporting Employers:

- Created materials for employers/members on general vaccine education.



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.
- Reached out to all MA and Med Supp members, prioritized by SVI data.

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.

