

We are committed to the health, well-being and safety of our communities as Floridians gets back to business and daily life with friends, family and coworkers. [www.floridablue.com/covid19](http://www.floridablue.com/covid19)



## ACCESSING THE VACCINE

- Hosted 28 vaccine events in underserved communities in partnership with Southeastern Grocers and community organizations.
- Partnered with 11 community organizations to host vaccine events in underserved communities, including correctional facilities, homeless shelters and food banks.
- Distributed COVID-19 vaccines to over 36,000 patients across 29 GuideWell Health clinic locations.



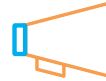
## ADDRESSING INEQUITIES

- 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.
- Implemented vaccine awareness campaigns with local community partners targeting and supporting minority and underserved communities.
- More than 30 virtual vaccine education events hosted by community partners with Florida Blue and Sanitas clinical staff – ranging in size from 25 to 300 participants.



## UPCOMING COVID EFFORTS

- Ongoing webinars and blogs will promote value of getting vaccinated, sharing facts vs. myths.
- Now offering a \$10 vaccine reward.



## EDUCATING THE COMMUNITY

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

- 22,500 individuals registered for 33 free, interactive educational webinars hosted by our medical directors.
- “Florida Asks” ongoing digital media campaign to promote vaccine safety and build confidence in getting vaccinated received over 6 million impressions.
- Created a COVID-19 education toolkit to build vaccine confidence and distributed to more than 500 non-profit community partners across the state.

**Supporting Employees:**

- Providing two hours of PTO to employees that get vaccinated.
- Hosted three interactive educational webinars to share vaccine facts with employees and answer questions.
- Supported the health, safety and well-being of our team members and their family members by facilitating COVID-19 vaccination events and opportunities.
  - Held 13 team member vaccination events at our office locations throughout the state:
    - Approximately 2,000 in Jacksonville received two doses.
    - 90 in South Florida received two doses, plus local cruise line staff offered vaccine opportunity at our office location.
  - Partnered with local health care providers and pharmacies to offer priority vaccination appointments for our regional team members and their families.

## 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.

