



Transportation Efforts:

- Transportation benefits available for direct-pay MA members in PPO and HMO plans, leveraging a vendor for support.

Vaccination Site and Staff Support:

- Leveraging partnership with the Pittsburgh Pirates to use PNC Park as a large distribution site by appointment only for members more than 75 years of age who utilize AHN.
 - Inoculated 2,500 seniors at PNC park.
 - Mass vaccination events were expanded to other high-risk groups later in the partnership.
- Applied to be a point of distribution (POD) throughout the Highmark Service area and will likely have mass vaccination sites at major Highmark clinics.
- Providing clinical staff, as well as other clinically-qualified employees who can administer the vaccine, such as pharmacists.
- Providing analytic support to provider partners to identify most vulnerable members to vaccinate.
- Partnered with Latino Connection to bring the CATE mobile vaccination unit to underserved communities across PA.
- Partnered with Rite Aid to vaccinate seniors at our Highmark Direct stores in PA.



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

- Engaging in news media relations to discuss vaccine safety, leveraging enterprise leaders who either are experts in health disparities and/or participated in the vaccine clinical trials.
- Working with owned and partner provider health systems throughout service areas of PA, DE and WV to deliver a consistent safety message.
- Providing resource information to members online.
- Targeted COVID-related informational campaigns reached more than 500k members via text and email to educate them about staying safe and getting vaccinated.

Supporting Employers:

- Highmark is helping employers provide information and identify vendors to help with vaccine administration if they are in multiple states.



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.
- Exploring opportunities to address vaccinations in underserved communities through partnerships with historically black churches, senior living, and mobile vans to administer in more urban areas.
- Recent partnership with the Latino Connection to vaccinate 600 farm workers on site.



UPCOMING COVID EFFORTS

- Focusing on vaccination efforts for individuals that are homebound based on data 1700 individuals were identified and contacted, if they are interested in the vaccine then Highmark will send nurses to vaccinate them in their homes.
- Activating 20+ PCP and Pediatric offices to schedule and administer vaccines at their office locations.

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.

