



## ACCESSING THE VACCINE

### Transportation Efforts:

- Deployed our mobile vans to accompany the NJDOH and their sub grantees to communities with high incidence of COVID-19 positive cases as defined by the social vulnerability index data. Horizon used its brand recognition to attract residents to the event, provided general health and wellness information and facilitated plan enrollment while the NJDOH set up separate tents to conduct testing and vaccine appointment scheduling.

### Vaccination Site and Staff Support:

- Developed education for customer experience staff to best support members.
- Developed effort to allow volunteer opportunity for employees to assist residents of NJ to register for the vaccine in the NJDOH tool.
- In partnership with faith-based organizations and retail pharmacy chain, hosted vaccine pop-up clinics in communities with highest COVID-19 mortality rates.



## EDUCATING THE COMMUNITY

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

- Facilitated a series with spiritual leaders, social service agencies, and teachers to provide them with education, tools and resources to extend the message on COVID 19 and the vaccine to the various populations (congregations/parents/guardians and those receiving social services).
- Conducted mailings and telephonic outreach to members encouraging members to get vaccinated.
- In partnership with the NJ DOH, working with the Interfaith Action Movement (I AM) to facilitate COVID-19 education Zoom calls.

### Supporting Employers:

- Supported accounts in their requests for information, tracking the second vaccine, and appointment registration.



## 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 effort.
- Hosted two vaccine clinics with Rite Aid and faith based organizations which started on April 29th. Working with two faith based organizations in communities with high COVID-19 mortality rates. Scheduling appointments for Horizon members while the church is scheduling appointments for their parishioners. Expect 1800 individuals to be vaccinated through these events. Several more clinics are in the planning stage.
- Working with several other groups on vaccine distribution to Black and Brown communities, e.g., African American Chamber of Commerce, Pfizer, and the American Heart Association.
- Our Public Affairs team is working with folks across the company to identify and recruit noteworthy people from diverse communities – Black, Hispanic, and Asian – and asking them to send us short 15-30 second selfie videos saying why they're getting vaccinated as soon as they are eligible and encouraging others from their community to do the same. We intend to promote those videos using paid social media targeted by geography, and when possible, ethnicity.

## 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.

