



## ACCESSING THE VACCINE

- Launched a collaboration with Rite Aid, including proactive outreach by Independence to vaccine-eligible members and one-on-one assistance setting up COVID-19 vaccine appointments at specific Rite Aid locations. More than 20,000 calls were made to eligible members and more than 3,500 appointments were scheduled.
- Working with a local provider, vybe urgent care centers, transformed the Independence LIVE customer experience center into a vaccination site. Up 500 people per day were vaccinated. Focused outreach was made to Independence members and those in at-risk populations. In all, the site administered more than 20,000 shots from March through mid-May.
- Supported the efforts of the Philadelphia Department of Health FEMA vaccination sites by outreaching to eligible members in zip codes representing the most underserved, under-vaccinated regions.
- Worked with regional health system Main Line Health to schedule appointments for select individuals that met the system's eligibility criteria — including Independence's Medicare Advantage members who live in West Philadelphia and have recently received services at a Main Line Health facility. Outreach was completed to more than 2,000 members.
- Supported the efforts of Centennial Pharmacy Services to create and oversee COVID-19 vaccination clinics in communities throughout Philadelphia with low vaccination rates in May.
- Through Keystone First, a Medicaid managed care plan, transformed a Wellness and Opportunity Center in Chester, Pa., into a vaccination site and offered transportation and technology assistance to residents. This filled a void for a community disproportionately affected by the pandemic. Also allowed one of its corporate facilities to be temporarily used as a special vaccination site to serve vulnerable groups in underserved areas.



## EDUCATING THE COMMUNITY

- Contacted over 23,000 members to provide education about the safety and efficacy of the vaccine.
- Launched a comprehensive public service campaign using TV, print, digital/social media, radio, outdoor advertising, podcasts and more to reach people in the Philadelphia region who have questions or feel uncertain about receiving the vaccine, with a particular emphasis on communities of color and younger people.
- Trained call center staff to support vaccine-related inquiries. Health coaches and clinical staff were trained to respond to vaccine questions. Non-clinical staff conducted outreach and schedule vaccine appointments, and health coaches then call to follow up later on.
- Conducted phone outreach to members to support vaccine registration.
- Via the IBX COVID-19 information page, IBX Insights blog and social media channels, provided ongoing communications about vaccines, including a CEO video and online message: "Why I got vaccinated — and why you should, too."
- Conducted outreach calls to connect homebound members that live in Philadelphia, Chester, and Delaware counties with their county's respective homebound vaccine provider.

### Supporting Employers:

- Educated customers and members through a consistently updated member vaccine website and a customer-focused "business hub."
- Executed a customer forum focused on vaccines.
- Broadcast an episode of a recurring customer-focused podcast, IBX: The Cover Story, about COVID-19 variants and vaccine access in underserved communities.
- Created a comprehensive "Workplace Ready" toolkit and website to help make employers' transition back to in-person work as smooth as possible.



## ADDRESSING INEQUITIES

- Joined AHIP and BCBSA on Vaccine Community Connectors program, pledging to promote vaccinations for 2 million underserved, at-risk Americans.
- Coordinated with the Philadelphia Department of Health and other local health departments on targeting outreach to Medicare members who have been identified as vaccine-eligible.
- Formed special teams to answer questions, concerns, and to help seniors with online registration.
- Researched ways to mitigate other barriers for Medicare and other underserved populations within CMS rules, such as transportation initiatives.
- Worked with diverse influencers in the Philadelphia region to help deliver the message through Independence's external campaign.
- Created a diverse associate ambassador group to share vaccine information peer-to-peer via a toolkit with approved facts, messaging, and FAQs about vaccines.
- Provided space and support for community initiatives to share the message about the importance of vaccines, including the announcement of an All Faiths Vaccine Campaign on May 25. This campaign, which involves nearly 50 entities and organizations from diverse faith traditions as well as health institutions and the City of Philadelphia, is working to ensure equitable access to vaccines to Black and Brown communities.
- Stepped forward as one of the region's first and strongest supporters of the Black Doctors COVID-19 Consortium, which has vaccinated tens of thousands of people in the region.
- Collaborated with the City, EMTs and fire department staff to vaccinate homebound individuals.

## THROUGH INDEPENDENCE BLUE CROSS FOUNDATION

- Awarded a \$250,000 grant to the Children's Hospital of Philadelphia Foundation to help make possible the City of Philadelphia's program to immunize personnel at all City schools. Grant funds were used for a portion of vaccine program-related operating expenses and administrative costs.
- Supported CATE (Community-Accessible Testing & Education), Pennsylvania's first mobile COVID-19 testing and education unit, that offers vaccine administration in vaccine clinics in 66 counties, including southeastern Pennsylvania.

## 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.

