



## ACCESSING THE VACCINE

### Transportation Efforts:

- Partnered with Lyft and United Way in Salt Lake City to provide rides to anyone in the community.
- Partnered with Uber in all four states to provide transportation benefits to Plan members who need it.

### Vaccination Site and Staff Support:

- Identified Medicare Advantage and other high-risk and vulnerable members for direct outreach to help with vaccine support and information:
  - Members were identified through a database built using income and other demographic information from health equity framework.
- Pilot partnership with Walmart for vaccine appointments in Idaho:
  - Providing onsite support for members.
  - Customer service schedule members.
- Trained specialized staff to better understand dynamics happening in each of the four states to assist in appointment scheduling.
- Running claims-based data and analytics to ensure those who got the first dose and are scheduled and will get the second dose.
- Financial support for more than 100 community organizations ranging for Federally Qualified Health Centers to mobile vaccination efforts.
- Connecting employee volunteers with community partner organizations that need assistance and support for vaccine clinics.



## EDUCATING THE COMMUNITY

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

- Outreach to 1,700 provider organizations to present a consistent message and promote vaccine education:
  - Determine high-risk members to provider organizations (111 opted in so far).
- Held webinars with business and community partner organizations to answer questions and address hesitancy.

### Supporting Employers:

- Educational and communication materials prepared for national accounts.
- Built reporting to support the question of what percentage of their employees have received the vaccination.
- Facilitated vaccine event with employer group in WA and pharmacies to vaccinate members, families, affiliates and community members, planning additional events.
- Connecting employers with state resources and mobile vaccine opportunities, in particular in areas where hesitancy is an issue.
- Regular communication through employer newsletter with updates and resources.
- Webinars for employers and producers featuring Regence Executive Medical Directors to offer guidance and answer questions about vaccines, return to office and other COVID topics.



## EDUCATING THE COMMUNITY

### Broad-based community education:

- Executive medical directors and other leaders on local TV (news coverage and sponsored segments, article, podcasts)
- Brand news blog, social media linking to resources, updates and recommendations from public health authorities
- Direct stakeholder communications through producer and member newsletters
- Developed educational fliers about the vaccine in English and Spanish (distributed to members and employers). Of note, the Idaho Primary Care Association made the fliers available to all its patients and distributed to its network of 50 clinics statewide.



## ADDRESSING INEQUITIES

- Partnership with Medical Teams International to support pop-up clinics in WA and OR to serve vulnerable communities.
- Foundation sponsorship of Trust for America’s Health study on best practices and recommendations for distribution of vaccine to homebound older adults and people with disabilities.
- Supporting high-risk members and high-risk populations by identifying zip codes that are facing greater COVID disparities.
- Part of the AHIP and BCBSA coalition of Plans working with the White House on Vaccine Community Connectors program, pledging to promote vaccinations for 2 million underserved, at-risk Americans. (Our Chief of Customer Experience was a national spokeswoman for this effort).
- Joined the Rally for Recovery Commitment, a national commitment to protect employees and communities by encouraging vaccines and continued mitigation efforts.
- Held webinars for community nonprofit organizations, focused on at-risk communities and aggregated resources for their use.
- Worked in partnership with local TV (Portland, Seattle) on public service announcements targeted to Black and LatinX communities (in English and Spanish) to encourage vaccination.



## UPCOMING COVID EFFORTS

- Engaging with religious institutions in attempts to increase vaccination effort.
- Hosting on-site vaccination clinics for employees, friends and families, including key employer groups and community partners.

## 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.

