

Wellmark Blue Cross and Blue Shield is working with our local partners to make sure our members can get be fully-vaccinated for free.

[www.wellmark.com](http://www.wellmark.com)



## ACCESSING THE VACCINE

- Partnered with Urban Dreams, Hip-Hope Inc. and Iowa Asian Alliance to hold two vaccination clinics where 450 people received both vaccination doses.
- Providing ongoing assistance to local public health department on outreach to encourage Wellmark members to get their second dose and help them book their appointments.



## EDUCATING THE COMMUNITY

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

- Updated [Wellmark.com/coronavirus](http://Wellmark.com/coronavirus) to be more focused on vaccine advocacy.
- Produced and shared vaccine advocacy videos representing African American, Latino and Asian populations.

### **Supporting employers with:**

- Vaccine-related content and resources on our blog/content hub [Wellmark.com/blueatwork](http://Wellmark.com/blueatwork).
- Vaccine-related member content to share with employees on [Wellmark.com/blue](http://Wellmark.com/blue).
- A vaccine educational webinar with our Chief Pharmacy Officer and the Chief Medical Officer from CVS.



## 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.
- Partnered with local African American, Latino and Asian organizations to provide educational content and vaccine clinics.



## UPCOMING COVID EFFORTS

We continue to proactively address the issues facing our communities through strategic partnerships with health care systems, employer groups and community programs through advocacy of the vaccine.

## 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.

