



2019  
**COMMUNITY**  
INVESTMENT REPORT

# A LETTER FROM OUR CEO

## 1996-2020



Throughout our history, the cornerstone of the Blue Cross and Blue Shield Brand has always been local leadership—a deep commitment to serve the unique needs of the communities where we live and work. This has been true both in times of crisis and times of calm. Time and again we have provided much-needed stability and security in the aftermath of natural disasters and other catastrophic events. All the while, we’ve worked day in and day out to improve access to healthcare, support better health and address social barriers to good health.

Across the country, the 36 BCBS companies and our employees show up every day to help members and communities, investing dollars and volunteer hours to enable their neighbors to live healthier lives. This commitment takes a variety of shapes, such as serving meals to those in need, building healthy and safe neighborhood environments and offering programs that help members manage their chronic conditions.

Within the pages of this report, you will find these stories—and many more—showing how BCBS companies made important investments in the health of their communities throughout 2019, harnessing their knowledge, resources and relationships to make a difference. It’s important to note that this impressive array of efforts precedes what we’ve seen in the current, unprecedented year, when the Blues have stepped up in even more ways to support communities throughout the COVID-19 pandemic and to take a stand against systemic racism across the country.

When I joined BCBSA in 1996, the Blues served 65 million members. Today, as I near my retirement, that number exceeds 109 million. For nearly a century, generations of Americans have entrusted their health and well-being to the Blues, and it has been my privilege to have been part of that promise for the past 25 years.

Looking beyond my tenure, I am confident that the Blues will move forward, building a stronger healthcare future for our children and grandchildren, and for the health of America.

Yours in good health,

A handwritten signature in black ink that reads "Scott P. Serota". The signature is fluid and cursive, with a long, sweeping underline that extends to the left.

Scott P. Serota  
President and CEO  
Blue Cross Blue Shield Association

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# SERVING OUR COMMUNITIES, FOR THE HEALTH OF AMERICA

For generations, Blue Cross and Blue Shield (BCBS) companies have provided security, stability and compassion to the thousands of communities and members served nationwide. Through corporate giving and BCBS Foundation investment, we create programs and support community partnerships that have a great impact on the health and well-being of our communities.

## COMMUNITY BY COMMUNITY

Since 1929, BCBS companies have provided healthcare coverage to members, allowing them to live free of worry—and free of fear. BCBS companies understand the needs of local communities while providing healthcare coverage that opens doors for more than 109 million members in all 50 states, Washington, D.C. and Puerto Rico.

### 2019 COMMUNITY IMPACT:



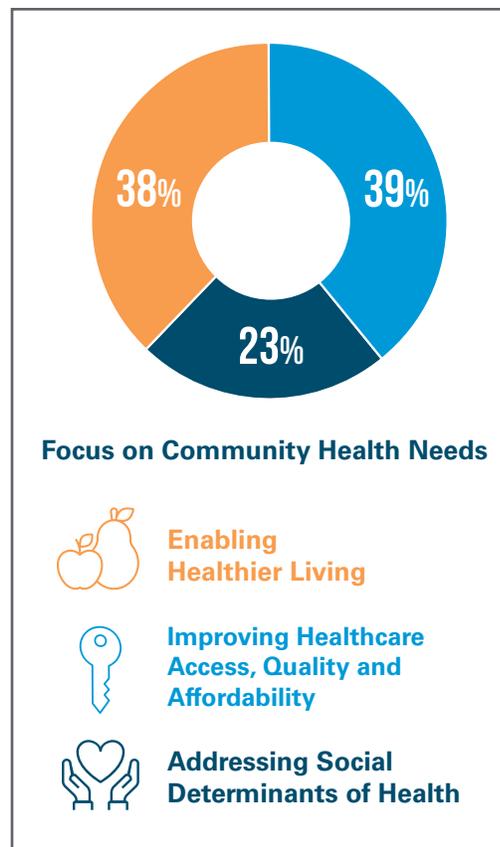
## SUPPORTING HEALTHIER LIVING FOR ALL

In 2019, BCBS companies and their foundations continued to support, invest in, and build programs and partnerships that have the greatest impact on the health and wellbeing of all Americans in these three focus areas:

- Enabling healthier living through programs that help prevent and manage chronic diseases
- Improving the quality and affordability of healthcare
- Addressing the social determinants of health

Nearly **15.7 million Americans** benefitted from the dozens of BCBS companies’ events, which provided **152,000 health screenings and 86,500 vaccinations**. BCBS employees across the country stepped up and provided 581,000 volunteer hours and donated \$15M to organizations within their local communities.

Throughout 2019, in every ZIP code in America, BCBS Companies were there for you, for your neighbors and for the health of America.



# DATA-DRIVEN INSIGHTS TO IMPROVE AMERICA'S HEALTH

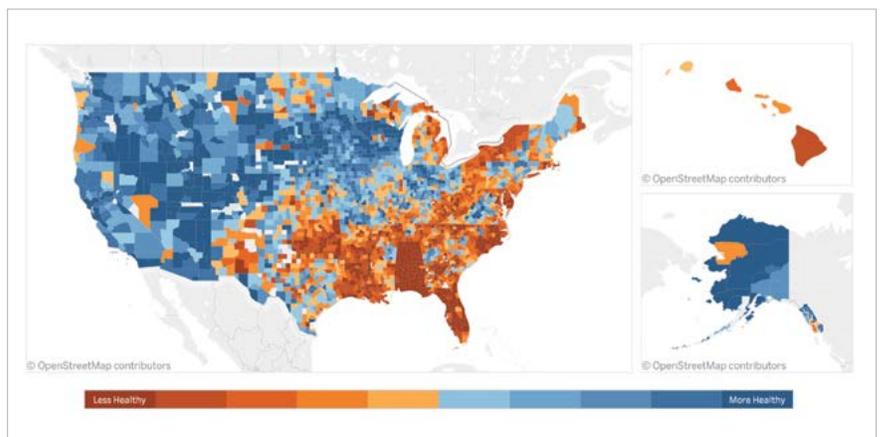


## THE HEALTH OF AMERICA

BCBS is committed to improving the health of all Americans by uniting policymakers, community thought leaders, healthcare professionals and business leaders around data-driven insights to spark real change across the nation. The Health of America Initiative aims to meet complex health needs across the country by tapping into big data, advanced analytics and meaningful research. By uncovering and sharing key health insights and solutions, we can partner together to improve the health of America. Presented below are three components of this impactful initiative.

### Blue Cross Blue Shield Health Index<sup>SM</sup>

The Blue Cross Blue Shield Health Index is a unique measure of health that identifies more than 200 health conditions that most impact Americans' overall quality of life, offering a view of the health and wellness of a population down to the county level. Powered by annual data from more than 41 million BCBS commercially insured American members from birth to age 64, this extensive resource supports national and local discussions on how to improve health, health policy and healthcare practice in the U.S.



### The Health of America Reports

The Blue Cross Blue Shield, The Health of America Report<sup>®</sup> series is a collection of in-depth, data-driven analyses on health conditions and trends most impacting Americans' overall health and wellness. The Health of America Report series is a collaboration between Blue Cross Blue Shield Association and Blue Health Intelligence (BHI), which uses advanced analytics and BCBS Axis Data to uncover key trends and insights in healthcare affordability and access to care.

### Blue Cross Blue Shield Alliance for Health Research

The BCBS Alliance for Health Research engages leading U.S. healthcare researchers in an ongoing effort to improve health and healthcare. Through secure data environments, researchers explore key questions and issues using BCBS Axis data—the country's largest collection of de-identified commercial insurance claims, healthcare professional and cost data. By tapping into this powerful data, researchers can drive positive contributions and solutions to improve the health of all Americans.

# BLUE CROSS AND BLUE SHIELD OF ALABAMA

[www.bcbsal.org](http://www.bcbsal.org)

Giving back is one of the corporate values that guide our company. We utilize our corporate strengths and resources to positively impact the communities we serve.



BlueCross BlueShield of Alabama

## GET HEALTHY ON THE RAILROAD



To help build a healthier Alabama, **Blue Cross and Blue Shield of Alabama** (BCBSAL) has partnered with Railroad Park, a community park in downtown Birmingham, AL, to create the Get Healthy on the Railroad program. Since 2011, BCBSAL and Railroad Park have committed to help make the healthy choice the easy choice.



The program has helped many individuals in Birmingham and surrounding areas get on the right track by promoting wellness and encouraging people to live a healthier and more active lifestyle. The partnership began with BCBSAL sponsoring free fitness classes at the Park five days a week from March to October. The classes are led by certified instructors and are open to all ages and fitness levels.

In 2016, the partnership expanded to include a nutritional component. In addition to the exercise classes, BCBSAL sponsors free healthy cooking demonstrations on the first Sunday of each month from April through August. Participants enjoy a healthy cooking demonstration and receive a recipe card to help prepare the demonstrated dish at home along with free produce from local farms.

## GET HEALTHY



### COMMUNITY PARTNERS:

Railroad Park  
Piggly Wiggly  
Junior League of Birmingham  
Jones Valley Teaching Farm  
Urban Ministry

### PROGRAM IMPACT:

SUSTAINED THROUGH  
**\$58,500**  
ANNUAL SCHOLARSHIP

MORE THAN  
**7,000** PARTICIPATED IN  
EXERCISE CLASSES  
IN 2019

**1,960** ATTENDED  
THE COOKING  
DEMONSTRATIONS

# MEDICAL SCHOLARSHIPS



The majority of Alabama’s rural counties are classified as primary care shortage areas according to the Alabama Rural Health Association. **Blue Cross and Blue Shield of Alabama** is working to address the shortage of primary care doctors in the state.

Since 2015, BCBSAL has partnered with educational institutions across the state to provide medical scholarships to students agreeing to practice as primary care or behavioral health physicians in an underserved area of Alabama for at least three years.

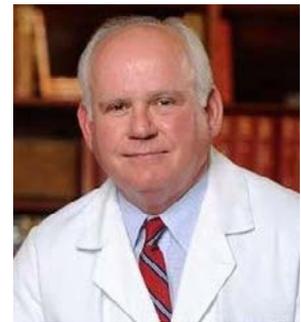


There are 56 students currently participating in this program: (20) from Alabama College of Osteopathic Medicine in Dothan, (21) from the University of Alabama at Birmingham, (7) from the University of South Alabama College of Medicine in Mobile, and (8) from the Edward Via College of Osteopathic Medicine at Auburn University. Of the current participants, 14 are in residency and 42 are in their third or fourth year of medical school, and will soon enter the workforce.

With the success of this program, BCBSAL will be helping to put more physicians in the areas of Alabama that are in most need of help.



**BlueCross BlueShield of Alabama**



*“We are grateful for the generous support and partnership of Blue Cross and Blue Shield of Alabama in this vital scholarship program that will help us grow the ranks of primary care physicians in rural areas of our state.”*

—RAY L. WATTS, M.D.,  
University of Alabama  
at Birmingham President

## PARTICIPATING INSTITUTIONS:

Alabama College of Osteopathic Medicine:  
**\$3 MILLION**

School of Medicine at University of Alabama at Birmingham:  
**\$3.6 MILLION**

University of South Alabama College of Medicine:  
**\$1.2 MILLION**

Edward Via College of Osteopathic Medicine:  
**\$3.2 MILLION**

## PROGRAM IMPACT:

**56 STUDENTS** PARTICIPATING FROM 4 INSTITUTIONS

**\$11M** COMMITTED TO SCHOLARSHIPS IN 2019

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

Making a difference for the health of Arizona is intrinsic to Blue Cross Blue Shield of Arizona. Through our corporate philanthropy program, we provide funding to strengthen and support organizations whose programs benefit the community and help create a healthier Arizona.

## MOBILIZE AZ



The opioid epidemic and rising use of substances, mental health conditions and diabetes are taking a toll on Arizonans—personally, socially and economically. In 2018, **Blue Cross Blue Shield of Arizona (BCBSAZ)** launched Mobilize AZ, a multi-faceted initiative focused on community health. Through Mobilize AZ, BCBSAZ is tackling these three important health issues, along with social determinants of health, for all Arizonans.

### Diabetes Initiative

The incidence of type 2 diabetes has more than doubled in Arizona in the last 10 years. It is now the seventh leading cause of death in the state. Mobilize AZ is working to prevent and reduce the impact diabetes has on Arizonans.



The diabetes initiative focuses on physician education to equip them with the latest research and best practices through an annual Diabetes Symposium and providing support to the American Diabetes Association’s educational program for primary care physicians. Trusted community organizations were provided grants for an identified need of their target population. For example, Mission of Mercy was able to provide a registered dietitian nutritionist/certified diabetes educator to counsel patients and provide on-site A1c testing. In addition, NATIVE HEALTH used their grant to open a diabetic food pantry for patients in need who receive medical care at the clinic. Both organizations have coupled efforts to provide access to healthy food with education on nutrition and healthy eating.

*“Funding from Mobilize AZ has made a huge difference in the way we support and educate our patients with diabetes. Our medical staff and volunteers are grateful for the opportunity to bring needed health education and access to healthy foods and good nutrition to patients with diabetes on a regular basis.”*

— PAULA CARVALHO,  
Executive Director, Mission  
of Mercy Arizona Program

### 8th Annual Southwest Diabetes Symposium:

ATTENDED BY

**1,644**  
HEALTHCARE PROFESSIONALS

**94.5%** PROVIDER  
SATISFACTION

PARTICIPANTS  
NOTED AN **82%**  
IMPROVEMENT  
IN KNOWLEDGE AND COMPETENCE  
FOLLOWING THE SYMPOSIUM.

## Substance Use Disorder Initiative



 Opioid use disorder is a national health emergency that is hitting Arizona especially hard. At current overdose rates, four Arizonans are dying daily. Leading the fight in this crisis, **BCBSAZ** matched state investments to support prevention, treatment and recovery programs to help providers, communities and local organizations via Mobilize AZ.

These initiatives include increasing the number of providers and facilities that are trained and equipped to treat opioid use disorder, launching a mobile clinic to increase care for Arizonans in every county and addressing social determinants of health that may otherwise make recovery difficult.

### PROGRAM GRANTEEES:

- Arizona Poison and Drug Control Center
- Sonoran Prevention Works (SPW)
- Keogh Health Connection
- Health Management Associates
- COPE Community Services, Inc.
- Parents of Addicted Loved Ones (PAL)
- Tucson Medical Center
- Nexus Coalition for Drug Prevention
- Crisis Response Network (for Mobile MAT Clinic)
- Community Medical Services (for Mobile MAT Clinic)
- Equality Health
- First Things First
- Flagstaff Shelter Services
- Maggie's Place:
- U.S. Vets Phoenix
- Native American Connections
- ASU Foundation for a New American University (for MAT ECHO)



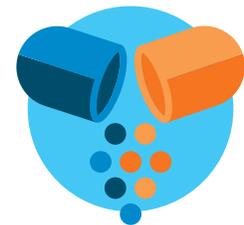
### PROGRAM IMPACT:

**\$10M** INVESTED TO FIGHT OPIOID MISUSE

**28,152** ARIZONANS SERVED IN 2019

**618** PROVIDERS CERTIFIED TO PRESCRIBE MEDICATION ASSISTED TREATMENT (MAT)

**18,540** NEW OPIOID USE DISORDER TREATMENT FACILITIES IN AZ



The mobile MAT clinic visited all 15 counties in AZ between April 2019 and March 2020.

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

Arkansas Blue Cross and Blue Shield, and its Blue & You Foundation for a Healthier Arkansas provide funding and community support to establish or expand a number of diverse healthcare projects that will benefit all Arkansans over the long term.

## TRAINING THE MEDICAL WORKFORCE OF THE FUTURE



One way to improve the quality of healthcare is to improve the quality of the training received by the medical workforce.

That was the goal of the **Blue & You Foundation for a Healthier Arkansas** in 2019 when it funded nursing education programs at five universities in Arkansas: Arkansas State University in Jonesboro, Arkansas State University in Mountain Home, Henderson State University in Arkadelphia, Philander Smith College in Little Rock, and University of Arkansas at Pine Bluff.



The grants helped to purchase simulator mannequins and fund simulation labs that help prepare the emerging healthcare workforce to handle complex and life-

threatening health situations. Many nursing programs have limited clinical rotation opportunities at local hospitals. Simulation labs are able to compensate for this rotation shortage, and in many cases, allow the university to accept and train more nurses.

These labs also allow students to experience a larger variety of emergency situations than they might experience at their local hospital. By recording and critiquing their performances after each scenario, the students develop decision-making, prioritization and communications skills, as well as building their confidence to treat actual patients.



**Blue & You**  
FOUNDATION  
FOR A HEALTHIER ARKANSAS

*“The Blue & You Foundation’s focus on good health and quality care is exactly what Arkansans need. These high-fidelity mannequin simulators are expensive, but because we train hundreds of students, this is very cost-effective investment in quality healthcare.”*

—DR. SUSAN HANRAHAN,  
Dean of the College of Nursing and  
Health Professions, Arkansas State  
University at Jonesboro

**PROGRAM IMPACT:**

**\$619,000**  
IN EDUCATION GRANTS

**373+** STUDENTS &  
PERSONNEL  
TRAINED

## TOGETHER ARKANSAS



Arkansas has one of the most opioid-damaged economies in the nation. From 1999-2015, more than 43,400 Arkansas workers were taken out of the labor force because of opioid use, and an estimated 574 million work hours were lost.

In 2019, **Arkansas Blue Cross and Blue Shield** joined with the Arkansas State Chamber of Commerce and the Arkansas Foundation for Medical Care (AFMC) to create **Together Arkansas** – a free, online toolkit for employers that raises awareness of the opioid threat to our state’s workforce and arms employers with resources to help them better prepare, prevent and respond to opioid use issues in workplace. The program is modeled after one created by the Ohio State Chamber of Commerce.

Together Arkansas also encourages private businesses to collaborate to improve public health. The public-awareness effort promotes practices that help businesses and their employees navigate the crisis. The program has gained attention from the state drug director and the state attorney general’s office.

The screenshot shows the 'Together Arkansas' website. At the top, there is a navigation bar with 'Tools for employers', 'About us', and 'Resources'. Below the navigation bar is a video player featuring a man in a suit speaking. The video title is 'Together Arkansas Working together for a drug-free workforce.' Below the video, there is a paragraph of text explaining the initiative and its goals. At the bottom of the page, there are logos for the Arkansas State Chamber of Commerce, AFMC, and Arkansas Blue Cross and Blue Shield. A Walmart logo is also present, indicating it is a digital outreach sponsor.



*“The opioid epidemic is one of the biggest threats to business and our economy today. Providing Arkansas employers with tools to address a problem as pervasive as opioid use disorder is critical. That’s why Arkansas Blue Cross is supporting the Together Arkansas initiative. Helping employees break the bonds of addiction and get and stay healthy keeps them creative, innovative and productive. And that makes Arkansas strong.”*

— CURTIS BARNETT  
Arkansas Blue Cross and Blue Shield President and CEO

### PROGRAM HIGHLIGHTS:

- Set up a **safe medication disposal** program with Walgreens.
- Funded **purchase of naloxone kits** to be used by first responders throughout the state.
- **Removed member cost-sharing for naloxone** on fully insured health plans.
- Partnered with the University of Arkansas for Medical Sciences to **improve pain management practice patterns**.

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

As a nonprofit health plan, Blue Shield of California is on a mission to provide access to high-quality, affordable healthcare and make California the healthiest state now and into the future.

## BLUESKY INITIATIVE



Today, mental disorders affect 1 in 5 U.S. children each year and cost an estimated \$247 billion annually. Often, children do not seek or receive the support they need. This can be detrimental to both their current and long-term health. To transform care for California's youth, **Blue Shield of California** is committed to addressing health factors both inside and outside the traditional healthcare system. The health insurer created the BlueSky initiative to enhance awareness, advocacy and access to mental health support for young people across the state.

The initiative takes a multipronged approach to its mission of better mental health, including increasing in-school clinicians to provide one-on-one therapy; training teachers in identifying signs of mental health issues; supporting student peer groups and providing online and in-person resilience resources.



BlueSky began in 2019 and will continue to expand over the next five years in order to make a meaningful impact in the lives of California's youth.



### COMMUNITY PARTNERS:

- California Department of Education
- Wellness Together
- National Alliance on Mental Illness California
- DoSomething.org
- University of California, San Francisco

### PROGRAM IMPACT:

**454** YOUTH  
RECEIVED COUNSELING

**867** TEACHERS &  
CARING ADULTS  
TRAINED IN YOUTH MENTAL  
HEALTH FIRST AID

**48,552** YOUTH  
CONTRIBUTED TO DOSOMETHING.ORG'S  
MENTAL HEALTH GUIDE CREATED BY  
STUDENTS FOR STUDENTS.

## COMMUNITY RESOURCE CENTERS



The Community Resource Centers in Los Angeles County are the result of a unique, strategic collaboration between **Blue Shield of California** Promise Health Plan (Blue Shield Promise) and LA Care Health Plan. Designed for those individuals who encounter barriers to healthcare, the centers are positioned to deliver improved health outcomes over time while boosting individual well-being and reducing overall healthcare costs.



The centers offer free classes in exercise, nutrition and health education for plan members and anyone in the community. In addition, plan members can also tap into care planning services and connect with advocates to address critical issues of food, housing and income insecurity. Free childcare is also available to those who need it while at the centers.

The centers also serve as telehealth hubs, offering free Wi-Fi and private stations during the current pandemic. Kids and adults alike also have access to virtual health classes covering nutrition, exercise, cooking and more, as well as immunization clinics.



### Community Resource Center



*“As mission-driven health plans, we know health is local. By bringing even more services to the community, it will increase our ability to identify health disparities and implement customized solutions.”*

—JOHN BAACKES,  
L.A. Care CEO

#### PROGRAM IMPACT:

**\$146M** INVESTED

**4** CENTERS OPEN ACROSS LA

**10** NEW CENTERS PLANNED

**1M** PEOPLE SERVED

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

Our mission is to help the people of Florida and communities achieve better health. They value and support accessible, quality health-related services with a particular emphasis on strategies that improve access to underserved and uninsured populations.

## THE HEALTHY PANTRY PROGRAM



In West Central Florida, 650,000 people struggle with hunger. Food insecurity has a direct link to several chronic health conditions such as diabetes, heart disease and high blood pressure. It also leads to poor health and struggles in school for children.



The Healthy Pantry Program, launched by **Florida Blue**  in 2019, works to increase the distribution of healthy foods for individuals and families in the 33612 ZIP code. This ZIP code was selected due to its profound rates of food insecurity.

To date, the program has provided two healthy food access points to the community, making healthy foods accessible to more than 4,000 households.

*“As we have expanded our mission to bring health and capability to the 10 counties we serve, Florida Blue  has helped with significant funding and insight to propel our efforts forward. Supporting the distribution of fresh and nutritious foods to those who need it the most and investing in our programs that build personal capacity in individuals and families, they truly exemplify an organization deeply committed to lifting communities in the Tampa Bay region.”*

– **KELLEY SIMS**, Chief Development Officer, Feeding Tampa Bay



**COMMUNITY PARTNER:**



**PROGRAM IMPACT:**

**14,000** ADULTS  
**& 19,500**  
 CHILDREN SERVED

## COMMUNITY SPECIALIST PROGRAM



**Florida Blue ** understands that health is more than just healthcare. To address basic needs, nurture trusting relationships, empower consumers to gain better health alignment and increase quality of life, the health insurer implemented its Community Specialist Program. Across its 18 retail centers, it has positioned a team of social workers to address social determinants of health.



Established in 2019, the program helps members and nonmembers alike navigate the healthcare continuum with a specific focus on low food security and financial instability. This guidance is made possible by deeply-rooted relationships with community-based organizations that provide access to resources such as medical grants and programs, unemployment and food programs.

The program has a hyperlocal focus, which means that the social workers are ingrained in the communities they serve and possess deep knowledge about the people from the community so that they can effectively support those in need. This support addresses basic needs, nurtures trusting relationships, empowers consumers to gain better health alignment and increases quality of life.

*Florida Blue*   
Foundation

*“Our specialist has been a great asset to this team and an excellent resource in the Gadsden community. We wholeheartedly appreciate the wealth of knowledge she brings to the table each month. It also helps us to put a face with an agency that may be contacted for our victims and to identify the services that are available to our community.”*

—**BOBBY SMITH**  
*Sexual Abuse Response Team lead*

**PROGRAM IMPACT:**

**\$5M** SAVED FOR INDIVIDUALS

**5,600** LIVES IMPACTED

[www.hmsafoundation.org](http://www.hmsafoundation.org)

Hawaii Medical Service Association (HMSA) and the HMSA Foundation work to improve the health of Hawaii. They believe that social factors, made better by strong communities and smart policies, are the key to generating health and well-being for all.

## HMSA FOUNDATION



The **HMSA Foundation** believes that the traditional power dynamic in philanthropy can hinder opportunities for authentic learning and relationships. Rather than adopting its own theory of change, in 2018, the foundation requested permission from the community to delve deeper into how indigenous and island people of Hawaii experience and describe health.

Through the Pilinaha Framework “connection to self, connection to others, connection to place and connection to past and future,” it hopes to further develop a new paradigm of health, wealth, wholeness and happiness around which a functioning and meaningful system can be built.



The HMSA Foundation aims to serve all the people of Hawaii by lifting up and strengthening powerful community practices that can be emulated or will have a profound impact on health. It is funding 10 organizations across Hawaii with diverse constituencies to include all ages, those living in urban hubs and isolated communities, those needing mental health services, new immigrants facing racism and indigenous Hawaiian families.



*“We are humbled and grateful to be participating in such an innovative approach to holistic healing and community wealth building! This partnership is broadening our perspectives and pushing us to reassess how to better serve the whole person, ohana, or “family,” and community’s economic stability needs!”*

*– Anonymous survey of 10 partner organizations*

### PROGRAM IMPACT:

OVER  
**\$1,375,000**  
DONATED TO COMMUNITY ORGANIZATIONS

## PU'UHONUA PRISON PROGRAM



Upon reentering the community after prison, ex-convicts face a mountain of health and social service needs to facilitate successful reintegration. To address this population’s needs,

**HMSA** offered a grant to Waikiki Health in support of the Pu’uhonua Prison Program. The program is the first of its kind—in the state and nationwide—to provided re-entry assistance both pre- and post-release.



Four weeks prior to release from incarceration, parolees and other offenders meet with the Pu-uhonua team, who assess their needs and help create plan for after release. They also help offenders fill out applications for health insurance, food and financial assistance, travel passes and other benefits.

By engaging with the criminal justice system, the Pu’uhonua Prison Program reaches a population receiving limited to almost no care. Upon release, it connects offenders with access to health insurance, a medical home, treatment services, social service support and other necessary services needed to get a new start in life.



*“Our biggest contribution is offering incarcerated men and women a sound footing to re-enter the community. We assisted them so they could come out and move forward on making a better world for themselves.”*

—FRANCINE DUDOIT-TAGUPA  
(AUNTIE FRAN)  
*Pu’uhonua Prison Program Director*

### PROGRAM IMPACT:

**9%** RECIDIVISM RATE,  
COMPARED TO HAWAII'S  
50% OVERALL RATE

**2,299** PARTICIPANTS  
IMPACTED

**1,444** PARTICIPANTS  
AIDED IN APPLYING  
FOR HEALTH INSURANCE

**427** PARTICIPANTS  
RECEIVED MOBILE  
MEDICAL UNIT SERVICES

ESTIMATED  
**\$152,743,261**  
ANNUAL SAVINGS IN HOUSING PRISONERS

[www.bcidahofoundation.org](http://www.bcidahofoundation.org)

The Blue Cross of Idaho Foundation for Health is an active partner in developing and funding innovative projects to build sustainable change. Through this catalytic engagement process, it builds partnerships with the goal to create transformational change and, ultimately, sustainable change.

## COMMUNITY TRANSFORMATION GRANT



To tackle childhood obesity and provide better health outcomes to children across the state, the **Blue Cross of Idaho Foundation for Health** launched the Community Transformation Grant (CTG).

This multiyear grant program delivers critical funding and support to Idaho communities and encourages active, healthy lifestyles from a young age.

As each community is unique, these grants are not prescriptive. Rather, the Blue Cross of Idaho Foundation for Health's trust-based approach allows communities to define their own approach, based on



their unique needs and available resources. The first year of the grant is dedicated to learning with the community through guided facilitation and education from a field of experts. In years two and three, grant funds are activated to launch projects, programs and policies.

Examples of transformation work across Idaho communities include the creation of a winter-friendly indoor discovery center for young children, a running and walking trail, and community gardens that grow healthy produce.



*"We got to see our community come together, engage with each other and come up with solutions we couldn't have come up with on our own. It was pure synergy."*

— SHELBY ROGNSTAD,  
Sandpoint, Idaho Mayor

**PROGRAM IMPACT:**

**\$750,000**  
**GRANTED ACROSS**  
**3 COMMUNITIES**

## PROJECT ECHO



Idaho is facing a major shortage of healthcare providers, with 96% of the state considered a primary care shortage area.

The entire state is classified as a mental health professional shortage area. Enter Project ECHO, a video conferencing network made possible by a **Blue Cross of Idaho Foundation for Health** grant to the University of Idaho.



The grant helped to develop and operationalize Project ECHO, which provides free clinical support and remote training to healthcare providers in rural Idaho, with a specific focus on providing behavioral healthcare in the primary care setting and addressing opioid use disorder.

Without Project ECHO, many healthcare providers would be unable to obtain training or connect with peers. Traveling from rural Idaho to conferences and events can be cumbersome, and many of these healthcare providers do not have the time.

The Blue Cross of Idaho Foundation for Health grant resulted in a significant increase of utilization in Project ECHO from providers, hospitals, clinics, organizations and CME hours.



*“Building relationships in Idaho’s rural communities is at the core of our success, and this award allowed us to do just that. We couldn’t have done it without the Blue Cross of Idaho Foundation for Health.”*

— LACHELLE SMITH,  
Director, ECHO Idaho

### PROGRAM IMPACT:

**\$75,000**

GRANT TO UNIVERSITY OF IDAHO

**80% INCREASE**  
IN PARTICIPATING PROVIDERS  
FROM 2018 TO 2019

**180** ORGANIZATIONS  
USING PROJECT ECHO

**61** IDAHO COMMUNITIES  
SUPPORTED

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

Being local means more to Regence BlueShield of Idaho (Regence BS) than just an address. It's understanding the communities they are a part of and actively supporting the organizations and programs that keep those communities healthy.

## HUNGER-TO-HEALTH



Understanding the growing role that social determinants play in overall health, **Regence BS** champions efforts to address food insecurity in a state where 1 in 8 adults and 1 in 6 children are food insecure. A long-standing partnership with the Idaho Foodbank has supported the expansion of the Mobile Pantry program – an integral part of the foodbank's Hunger-to-Health initiative.



Through community solutions like the foodbank's Mobile Pantry program and backpack programs—both supported by Regence BS—the Idaho Foodbank achieves its mission to help feed, educate and advocate for Idaho's hungry.

The Mobile Pantry program provides over 15,000 Idahoans with nutritious food each month. This includes a distribution of fruits and vegetables, proteins, dairy and grains. The program also provides nutrition education. The Foodbank's Cooking Matters program provides 70 courses a year, serving 1,100 people with lessons on preparing meals that are healthy, easy, frugal and tasty.

*"Thanks in part to the support of Regence BlueShield of Idaho, we are meeting our mission to help feed, educate and advocate for Idaho's hungry. Through our Hunger to Health initiative, we're working to eradicate food insecurity in our communities and improving quality of life of all Idahoans."*

– **MORGAN WILLSON**,  
Chief Development Officer,  
Idaho Foodbank

### PROGRAM IMPACT:

**15,000**  
PEOPLE FED EACH MONTH

**36%** REPORT INCREASED CONSUMPTION OF FRUITS & VEGETABLES

**79%** REPORT RECREATING A RECIPE AT HOME

**87%** REPORT INCREASED CONFIDENCE BUYING & COOKING HEALTHY FOOD ON A BUDGET

## ADVANCED CARE PLANNING



Despite best efforts, very few clinicians are trained on or get to practice critical patient conversations. Only 14% have had advanced care planning conversations with their palliative care patients and families. In response, **Regence BS** launched a provider training initiative with quality and care coordination in mind.

Regence BS offers a robust palliative care program, with individualized services and coverage that help patients and their caregivers manage life with a serious illness. A key component



of this program includes engagement with providers – the stakeholders that are directly engaging with patients on a day-to-day basis.

Built from the mindset that effective, empathetic, honest conversations between a clinician, patient and their loved ones are the cornerstone of patient-centered care, Regence BS partnered with VitalTalk, a nationally recognized non-profit organization to deliver communication skills training to clinicians at no cost to them.



*“The impact of our clinical training program in its first season has far exceeded our expectations. As we continue to invest in programs that support whole-person care and improve care quality, we can reduce the stigma behind advanced care planning and ensure all providers are comfortable having these important conversations.”*

– **LESLIE FOREN**,  
Program Director of Regence  
Personalized Care Support

### PROGRAM IMPACT:

**83%** OF PROVIDERS ARE  
LIKELY TO RECOMMEND  
THIS TRAINING

# HEALTH CARE SERVICE CORPORATION



BlueCross BlueShield.

Illinois • Montana • New Mexico  
Oklahoma • Texas

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

With strong local roots, Health Care Services Corporation (HCSC) holds an unyielding commitment to stand with its members and communities, increasing access to quality, affordable care and improving the health of the communities it serves across Illinois, Montana, New Mexico, Oklahoma and Texas.

## SOCIAL IMPACT FUND



Heart disease is the leading cause of death in the United States and costs the U.S. about \$219 billion each year. To improve health outcomes and reduce these underlying costs of care, in 2019 **HCSC collaborated with The American Heart Association (AHA)** to launch their Social Impact Fund (SIF) in Chicago.



The SIF is an overarching granting mechanism intended to create thoughtful solutions that significantly improve health and life expectancy in their communities.

Through grants and micro-grants, HCSC's \$1 million support of the SIF is helping develop community solutions and interventions that address the social determinants related to hypertension and heart disease.

HCSC leveraged its data to identify ZIP codes on the west and south sides of Chicago where there is a high concentration of heart-related conditions and gaps in local resources that can address these complex issues. Its initial investments are supporting two female entrepreneurs who are alleviating urban food deserts. Both are creating economic opportunities for their communities and tackling hypertension and heart disease with healthy food. A third investment is working within local churches to build bridges to care for those with hypertension.

*"This partnership really got me to focus on our preparation for growth and the need to build infrastructure into our organization. That way when we grow it's already there and we're not scrambling. It allows us to serve customers faster and better. Now with this grant money, I can actually have infrastructure."*

— **ELIZABETH ABUNAW**,  
Owner and Operator of Forty Acres Fresh Market

### COMMUNITY PARTNER:



### PROGRAM IMPACT:

**\$325,000**

IN FIRST YEAR INVESTMENTS

**100%** OF INVESTEES ARE  
MINORITY AND/OR  
WOMEN-LED

**100%** OF PORTFOLIO WITHIN  
UNDER-RESOURCED  
COMMUNITIES

## HEALTHY KIDS, HEALTHY FAMILIES®



Through its Healthy Kids, Healthy Families initiative, **HCSC** targets partnerships and programs that offer direct preventive services to help stop disease or illness before it occurs. They also educate their communities on how they can avoid certain health issues and provide resources to better manage diseases or illnesses that have a high medical spend.



HCSC’s mobile health program helps to bridge gaps in preventative care by delivering vital services and health literacy to communities across its five states. From dental exams and HIV testing to diabetes prevention and screenings, the program also provides childhood immunizations and influenza vaccinations.

In 2019, HCSC enhanced its mobile health program by expanding its influenza services to allow for the purchase of additional flu vaccine stock; additional staffing costs due to an increase number of vaccines administered; and support of new partnerships with local community organizations and health departments needed to facilitate additional vaccinations.



The Care Van® is one of our pillar partners in preventing disease across our company’s five states and consists of mobile health vans that travel to underserved communities, providing access to free preventive services and screenings for children and adults.

### PROGRAM IMPACT:

**21%** MORE CLIENTS SERVED THAN PREVIOUS YEAR

**165,192** IMMUNIZATIONS ADMINISTERED

The Anthem Foundation promotes Anthem Blue Cross Blue Shield's commitment to improving lives and communities, addressing the disparities and social determinants that will help create a healthier generation of Americans.

## FOOD IS MEDICINE



Among all social barriers, food insecurity is the most pervasive, affecting one in nine Americans. To address this crisis, **Anthem Foundation partnered with Feeding America** to activate food bank and clinic partnerships around the country.



The "Food Is Medicine" initiative brings together hospitals, clinics, food banks and other partners to conduct universal food insecurity screenings and interventions. People facing hunger are connected to food distribution programs. They are also screened for key health metrics and may be referred to interventions that will improve not only food security status, but also health-related quality of life and health outcomes.

This project is the first national undertaking by the Anthem Foundation to address key social drivers that will ultimately improve health outcomes for vulnerable populations. It was specifically designed to be replicated across different healthcare settings and communities with the intent to help as many food-insecure Americans as possible.



COMMUNITY PARTNER:



PROGRAM IMPACT:

**\$1,000,000**  
DONATED ACROSS 7 STATES

**20,000**  
AMERICANS WILL BE SCREENED  
FOR FOOD INSECURITY



## HANDS-ONLY CPR TRAINING



Every year, more than 350,000 Americans experience a cardiac arrest outside of a hospital setting. Unfortunately, without a quick response or medical attention, the chances of survival are low.

But just two simple steps can double the likelihood of survival: call 9-1-1 and perform CPR.

At the end of 2019, the **Anthem Foundation and American Heart Association** wrapped up a 5-year partnership promoting the lifesaving skill of hands-only CPR and AED use. The goal: increase the rate of response to cardiac arrest. Via partnerships with state governments, hospitals and clinical settings, universities, public school systems and airports, the Anthem Foundation and American Heart Association trained millions of Americans in traditional CPR.

The campaign also focused on increasing awareness and removing the stigma associated with traditional CPR, as many people report being scared of doing it wrong and hurting someone. In fact, when properly trained, hands-only CPR is just as effective for cases of cardiac arrest addressed at home or in public and has saved countless lives.

**Anthem**  
Foundation

COMMUNITY PARTNER:



PROGRAM IMPACT:

**5-YEAR/\$8M**  
PARTNERSHIP WITH AHA

OVER  
**10.5M** AMERICANS  
TRAINED IN CPR

**7%** INCREASE  
IN LIKELIHOOD OF PEOPLE TO  
PERFORM HANDS-ONLY CPR

# WELLMARK BLUE CROSS AND BLUE SHIELD



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

We are committed to enriching quality of life for our members and their communities across Iowa and South Dakota. We are passionate about helping people improve their health and well-being — physically, mentally and emotionally.

## HEALTHY HOMETOWN<sup>SM</sup>



Many Iowans and South Dakotans are unable to live their best lives due to how social determinants of health – like where they live – have impacted their lifestyles over the past 30 years.

Several of today's common, unhealthy habits are due to an environment that promotes quick, processed or convenient processed food, reduced physical activity and fewer face-to-face interactions — all of which result in a doubling of the obesity rate over the last three years.



Healthy Hometown, **Powered by Wellmark**, was created in 2016 to help communities learn how they could positively impact the health of their citizens via policy and environmental changes.

There are more than 100 proven ways to improve a community's overall health, and they fall into three tracks: eat well, move more and feel better. Healthy Hometown is available to all Iowan and South Dakotan communities at no cost. It is easily customizable to meet communities at their level of interest and allow them to continue their journey no matter the starting point.



### PROGRAM IMPACT:

**72+** COMMUNITIES SERVED

**26%** & **15%**  
OF IOWA POPULATION      OF SOUTH DAKOTA POPULATION

### INITIATIVES ADOPTED:

- Implemented healthy food vending guidelines in schools
- Expanded community gardens and planted edible orchards
- Started a farmers' market
- Created places for physical activity by expanding walking/ biking paths and extending trails to connect all side of a community
- Enhanced community spaces for social gatherings by turning vacant lots into a pocket parks



## ACCOUNTABLE CARE ORGANIZATION



**Wellmark Blue Cross and Blue Shield** launched its Accountable Care Organization (ACO) Shared Savings program in 2012 to improve the healthcare experience and slow the rate in healthcare cost increases. The program focuses on three goals: quality outcomes, better patient experiences and reduced rate of cost increases.

The ACO program serves all populations but there is an emphasis on chronic disease management. Almost 70 percent of the ACO population has a chronic disease ranging from minor to triple chronics. The PMPM savings achieved is largely due to chronic disease management. ACOs achieve this in many ways including reduced admissions and emergency room visits but also through targeted disease programs (i.e., COPD) and pharmacy management.

Due to the rural nature of its communities, the ACO program was designed for both health systems and independent physicians.

### PROGRAM IMPACT:

**429,439**  
IOWANS IMPACTED

**19** ACO PROGRAMS  
LAUNCHED IN IOWA

**\$69M** IN HEALTHCARE  
SAVINGS

**5%** DECREASE IN HOSPITAL  
READMISSIONS

**9%** DECLINE  
IN ER VISITS

**89%** OF MEMBERS  
HAD A PERSONAL  
DOCTOR VISIT

# BLUE CROSS AND BLUE SHIELD OF KANSAS



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

Blue Cross and Blue Shield of Kansas (BCBSKS) envisions Kansans living in healthy communities that provide the highest possible quality of life and well-being. We promote the good health of Kansans by providing financial and volunteer support for initiatives that promote health improvement, community health access and/or health education, healthy behaviors, prevention initiatives and direct health services to the uninsured.

## PATHWAYS TO A HEALTHY KANSAS



Data shows that the risk factors of physical inactivity, poor diet and commercial tobacco use lead to the four leading preventable chronic conditions, 80% of death and disability and 86% of healthcare costs in the U.S.



Pathways to a Healthy Kansas is a major community grant program from **BCBSKS** that provides community coalitions with the tools and resources needed to remove barriers and engage their communities in ways that enable healthy eating and tobacco-free, active living to become a way of life. This is accomplished by encouraging policy, systemic and environmental changes that will have long-lasting impact on health determinants in Kansas communities.

Through work in just the community policy pathway alone, communities throughout the state have passed policies that enable safe bicycling and improve walkability, reduce public tobacco use, reduce the impact of food deserts and more.



*"I think that culture is changing. All of a sudden it's local, it's not 'health out there in the big world,' it's right here in my backyard. We hope to expand on that in the future now that we have that base and success."*

— **MIDGE RANSOM**,  
Director, Franklin County Health Department and Live Healthy Franklin County coalition member

### PROGRAM IMPACT:

**289** GRANTS AWARDED TO COMMUNITIES ACROSS KANSAS

OVER **\$13M** INVESTED OR COMMITTED

**360,000** KANSANS IMPACTED

# BLUE CROSS AND BLUE SHIELD OF LOUISIANA FOUNDATION



[www.bcbslafoundation.org](http://www.bcbslafoundation.org)

Our mission is to promote the wellness and well-being of Louisianans by supporting health- or education-related causes. We know that real change for the state takes the hearts and hands of thousands of people – and that’s why we fund and promote the hard work of everyday people who dream about making a difference in the lives of others.

## THE MILAM STREET KITCHEN INCUBATOR AND COMMUNITY KITCHEN



The Milam Street Kitchen Incubator and Community Kitchen (MS KICK) is a community-based food and nutrition center built in the heart of Shreveport, Louisiana. With the support of the **Blue Cross and Blue Shield of Louisiana Foundation**, MS KICK addresses two root challenges of public health: poverty and access to nutrition.



View the video on MS KICK at <https://www.youtube.com/watch?v=JLF5u7p8wWE>

Through its Kitchen Incubator, the center provides training and business mentorship to budding chefs, allowing them to grow their businesses and create jobs while contributing healthy meals to the community. Through the Community Kitchen, residents can access workforce training, culinary medicine education and health and wellness services. Medical students from nearby universities have also started training in the culinary medicine program. They will bring their education in healing foods to thousands of patients in the Shreveport region.



*“To have a sponsor like the Blue Cross and Blue Shield of Louisiana means a world of difference. The history of what they’ve done in the community, and that they saw value in the project means the world to us. It’s nice to see them invest in wellness and preventive measures. For them to be invested that way is exciting for Shreveport and the community.”*

– BOBBY COLLINGS,  
CEO of Shreveport Housing Authority

### PROGRAM IMPACT:

**DOZENS OF APPRENTICESHIPS PROVIDED**

**OVER 500 MEALS AND CLASSES PROVIDED**

## NORTHEAST LOUISIANA NURSING PROJECT



The **Blue Cross and Blue Shield of Louisiana Foundation** is proud to support the Northeast Louisiana (NELA) Nursing Project. This project is a partnership led by Monroe, Louisiana’s workforce development board, which has taken an innovative approach to bridging critical shortages in nurses in the region.



View the video on the NELA Nurses Initiative at <https://www.youtube.com/watch?v=IACjZZinJM8>

Alongside local hospitals, career and four-year colleges from multiple university systems, the NELA Nursing Project has created a model of shared staffing that allows more students to train under nurse supervisors in clinical settings. The goal is to train enough qualified nurses within five years to provide high quality service to 15,000 additional patients in the region. Within three years, the program hopes to graduate an additional 500 nurses, most of whom have indicated that they will work locally.



*“Healthcare is the largest employer in our region, they provide about 18% of our employment opportunities. The partners of this project are so grateful to the Blue Cross and Blue Shield of Louisiana Foundation for believing in us and supporting this endeavor.”*

—TERRI MITCHELL,  
Executive Director of Workforce Development Board 83

### PROGRAM IMPACT:

**13** ADJUNCT FACULTY MEMBERS ADDED TO THE STAFFING POOL

**225** ADDITIONAL NURSING STUDENTS ABLE TO PARTICIPATE IN CLINICALS

**0.02%** ATTRITION RATE

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

Supporting underserved and under-resourced communities is core to CareFirst BlueCross BlueShield's (CareFirst's) mission. CareFirst's efforts to reinvest in its communities make the company one of the region's largest corporate philanthropists.

## MEDICALLY TAILORED MEALS AND GROCERIES



A natural extension of **CareFirst's** efforts in addressing social determinants of health throughout its community is its ongoing support of organizations that provide medically tailored meals and groceries to critically ill patients, such as Moveable Feast in Central Maryland and Food & Friends, serving the National Capital region and Western Maryland.



Both Moveable Feast and Food & Friends were formed to address the HIV epidemic 30 years ago. Today, they provide nutritional groceries to critically ill patients facing HIV, cancer

and other life-challenging illness which is vital to the health and well-being of their patients and caregivers.

Since 2012, CareFirst has contributed to these missions by helping deliver fresh produce and prepared meals to those in need. Going beyond providing financial support, CareFirst associates volunteer at both organizations, supporting the health and wellness needs in the communities where they live and work.

*"With funding from CareFirst, we were able to provide our clients with fresh produce during a time in their lives when it is the most difficult for them to receive adequate nutrition vital to their treatment and quality of life."*

—MOVEABLE FEAST

### PROGRAM IMPACT:

**\$327,993**  
DONATED

**6,361** CLIENTS  
SERVED

**90,000** BAGS OF  
PRODUCE  
DELIVERED

**1,400,000**  
MEALS SERVED

**590** HOURS  
VOLUNTEERED

## MATERNAL AND CHILD HEALTH INITIATIVE



CareFirst BlueCross BlueShield believes that healthy living begins with healthy beginnings, including early, high-quality prenatal and maternal care. As part of its 10-year maternal and child health initiative, in 2019, Washington, D.C. Mayor Muriel Bowser joined CareFirst to announce a two-year, multi-million dollar contribution to 12 organizations working to improve birth outcomes and maternal and child health in Maryland, Washington, D.C. and Northern Virginia.



CareFirst’s latest round of funding will help expand access to care for more than 10,000 underserved residents throughout the region. The grants were focused on safe sleep, substance use, prenatal care, birth spacing, maternal mental health, maternal obesity and breastfeeding adoption.



*“Neighborhood Health is very grateful to CareFirst for its support of our prenatal care program, ‘A Medical Home for Moms.’ Since the program started through June 2020, 512 low-income, primarily uninsured and ethnically-diverse pregnant women have received care through 2,731 prenatal care visits. Neighborhood Health’s prenatal service is the only option in the City of Alexandria for patients who are uninsured or on Medicaid.”*

—BASIM KHAN, MD, MPA  
Executive Director,  
Neighborhood Health

### PROGRAM IMPACT:

**\$2.1M** COMMITTED TO BETTER MATERNAL OUTCOMES

**3,579** PATIENTS ENTERED INTO PRENATAL CARE DURING FIRST TRIMESTER

**4,571** PATIENTS SCREENED FOR AND CONNECTED TO BEHAVIORAL HEALTHCARE

# BLUE CROSS BLUE SHIELD OF MASSACHUSETTS

[www.bluecrossma.org](http://www.bluecrossma.org)

Blue Cross Blue Shield of Massachusetts (BCBSMA) and its Foundation seek to expand access to healthcare for low-income and vulnerable residents of Massachusetts. They collaborate with public and private organizations to broaden health coverage and reduce barriers to care through grants, research, and policy initiatives.



MASSACHUSETTS

## DOT RX COLLABORATIVE



Evidence shows that the social conditions in which people live play a vital role in determining health outcomes and health disparities. In 2017, **BCBSMA** launched the Dot Rx collaborative, a component of its accelerator strategy to fast track innovative healthy living solutions that address common barriers and promote access to affordable, nutritious food and indoor and outdoor recreational opportunities.



Dot Rx brings together the resources and expertise of a health plan, a health center, and five nonprofit partners. With a prescription from their clinician, families can connect to peer coaches and take advantage of free or low-cost experiences that promote healthier lives, including opportunities to eat healthy, get outside and be active.

To date, BCBSMA has collaborations in two underserved Boston communities: Codman Square and East Boston. Providers and health center leadership have embraced Dot Rx as a complement to other programs currently offered to improve health outcomes and overcome the consequences of social determinants of health.

*“Collaborating with other nonprofits has been a huge benefit. It has been so powerful to share with other neighborhoods and organizations that share overlapping missions...Dot Rx is a great story to tell across all sectors. Similar programs and models could and should be set up within education (school, after school, parent programs), housing and finance (financial savings, home ownership programs, CDCs) and more!”*

– ERIC LESLIE, Union Capital Boston

### COMMUNITY PARTNERS:

- DailyTable
- Dorchester YMCA
- Healthworks Community Fitness
- Outdoors Rx
- Union Capital Boston

### PROGRAM IMPACT:

**517** PRESCRIPTIONS TO DOT RX

**150** FAMILIES IMPACTED

# BEHAVIORAL HEALTHCARE IN MASSACHUSETTS



Massachusetts has achieved the lowest rate of uninsured residents in the country and has increased access to care through numerous reforms, including being among the first states to require coverage of mental health services. However, the **Blue Cross Blue Shield of Massachusetts Foundation’s** 2018 Massachusetts Health Reform Survey found that more than half (54.6%) of insured adults who sought mental or substance use disorder services reported difficulty in obtaining them.



In 2019, the Foundation released Ready for Reform: Behavioral Health Care in Massachusetts, which documented the current behavioral health care system in Massachusetts, outlined a new whole-person-oriented vision for care and proposed a series of recommendations to achieve reform.

As the Foundation pursues additional policy solutions to address the fragmented behavioral health system, its goal is to build upon the commonwealth’s existing mental health crisis and response service system to expand access to immediate crisis stabilization and facilitate treatment and recovery.



**FOUNDATION**  
MASSACHUSETTS

*“The Foundation has been a tremendous resource all along the way; so much of the policy advanced in the Senate’s Mental Health ABC Act has been guided by the work of the Blue Cross Blue Shield of Massachusetts Foundation.”*

—**JULIAN CYR**,  
Massachusetts State Senator and co-author of the Mental Health ABC Act, recently passed by the Massachusetts Senate

## ADVISORY GROUP OF LOCAL AND NATIONAL EXPERTS:

Massachusetts Association for Mental Health  
Grayken Center for Addiction Medicine at Boston Medical Center  
NAMI – National Alliance on Mental Illness

Children’s Mental Health Campaign  
The Disparities Center at MGH  
Massachusetts Executive Office of Health and Human Services

## PROGRAM IMPACT:

**\$7.2M** PLANNED  
BEHAVIORAL HEALTHCARE INVESTMENTS

**\$3.2M** INVESTED  
IN BEHAVIORAL HEALTH TO DATE

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

Blue Cross Blue Shield of Michigan (BCBSM) and its Foundation are dedicated to improving the health of Michigan residents. They are proud to support organizations and individuals who are engaged within their communities and improving access to resources, education and treatment to help combat the opioid epidemic in Michigan.

## ADDRESSING PERINATAL OPIOID USE DISORDER



Women with opioid use disorder who are pregnant or likely to become pregnant face potentially adverse outcomes for themselves and their infants, such as preterm labor, stillbirth and maternal mortality. According to the Michigan Department of Health and Human Services, the rate of infants discharged from hospitals for drug withdrawals has increased by more than 50%.

To address this issue, **BCBSM**, the BCBSM Foundation and the Michigan Department of Health and Human Services collaborated on a new initiative called “Addressing Perinatal Opioid Use Disorder” to improve



access to care for pregnant women suffering from addiction—and find innovative treatment solutions that can be sustained and replicated on a larger scale.

The initiative is spearheading such efforts as a mobile health clinic in mid-Michigan to provide perinatal and contraceptive care to women with opioid use disorder; enhanced access to local treatment, support and recovery resources for expecting women struggling with substance use disorder in West Michigan; and onsite care within a hospital in Northern Michigan for infants born with Neonatal Abstinence Syndrome (NAS), keeping mothers and newborns together rather than sending babies across the state for treatment.

*“Two of the largest public health challenges facing our state are the opioid crisis and maternal and infant health. These grants will expand promising practices that make a real difference for mothers and babies in our state, and the Michigan Department of Health and Human Services looks forward to continuing to partner in this work.”*

—DR. JONEIGH KHALDUN,  
Michigan Department of  
Health and Human Services  
chief medical executive  
and chief deputy for health

### PROGRAM IMPACT:

**\$300,000**  
IN GRANT FUNDING

## TRAILS



In the U. S., nearly 1 in 5 children experience a behavioral health problem during the school year. Due to stigma and lack of access, only 20% receive necessary treatment. With the support of the

**Blue Cross Blue Shield of Michigan Foundation**, school districts in Michigan are taking a more clinical approach to this widespread issue with a new mental health program called TRAILS (Transforming Research into Action to Improve the Lives of Students).



TRAILS improves access to mental health services among youth by providing educational staff with clinical training in the evidence-based techniques, cognitive behavioral therapy and



mindfulness. In 2019, the BCBSM Foundation aided the expansion of TRAILS into the Detroit Public Schools Community District, bringing mental health resources to each of the district’s 110 schools.

Although program materials target middle and high school students, additional resources for grades K-5 are currently being developed. Skills learned through the program can help all children, particularly those facing high-stress situations such as poverty, homelessness, food insecurity and abuse.

*“Knowing that children spend nearly half of their awake hours at school, schools are an ideal place to provide health services. Awareness and early intervention is key but schools obviously can’t do it alone. Through partnerships and collaboration, we can work to overcome existing challenges and help our students receive the safe and healthy learning environments they deserve.”*

—DR. ELLIOTT ATTISHA,  
Chief Medical Officer,  
Detroit Public Schools  
Community District

### PROGRAM IMPACT:

**\$50,000** GRANTED

### POTENTIAL TO IMPACT

**50,000** STUDENTS

**150** PARTICIPATING SCHOOLS  
ACROSS THE STATE

### COMMUNITY PARTNERS:

Ethel & James Flinn  
Foundation

Michigan Health  
Endowment Fund

Metro Health Foundation  
Children’s Hospital of Michigan

The Jewish Fund  
DMC Foundation

Community Foundation  
of Southeast Michigan

Detroit Public Schools  
Community District

# BLUE CROSS AND BLUE SHIELD OF MINNESOTA



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

Blue Cross and Blue Shield of Minnesota (BCBSMN) aims to make a healthy difference in communities by advancing health equity and improving the conditions where people live, learn, work and play.

## SITE OF SERVICE PROGRAM



As Minnesota’s largest nonprofit health plan, proudly serving 2.9 million members, **BCBSMN** has a deep commitment to improving the health of its community. That means advocating for the health of its members and making sure people can get quality, affordable care.

BCBSMN’s site of service program is one way the company is working to make sure members get the care they need, when they need it, at a fair, affordable price. The program supports a shift to having members receive some kinds of care at non-hospital settings, also known as ambulatory surgery centers.



Today, more than half of all surgeries performed in the country are done on an outpatient basis. Advances in techniques, anesthesia and pain management let patients safely and comfortably recover from surgery in their own homes. By advocating for this shift, BCBSMN is encouraging providers, members and its community to be part of this effort to make healthcare affordable for everyone. The program isn’t a change in member benefits. It’s a change in how BCBSMN pays health care providers for care.

*“As a mission-based, nonprofit health plan, we feel a responsibility to ensure our members receive high quality, medically necessary care at the right time and place, for a fair price. Often, it’s not the service, but the location that’s driving up the cost of care. The site of service program is a great example of our cross-functional teams collaborating to do the right thing on behalf of our members.”*

—DR. MARK STEFFEN,  
Vice President and Chief  
Medical Officer, Blue Cross and  
Blue Shield of Minnesota

### PROGRAM IMPACT:

AVERAGE

**\$260** SAVINGS  
PER MEMBER PER SERVICE

## HEALTHY TOGETHER WILLMAR



The Healthy Together Willmar initiative is a five-year collaboration between **Blue Cross and Blue Shield of Minnesota** (BCBSMN) and the community of Willmar, Minnesota. Its aim is to create a future where all members of the Willmar community have access to the resources and opportunities needed to achieve their best possible health and well-being, focused on culturally competent childcare, sufficient transportation, safe housing, and an understanding of how to navigate the healthcare system.



Efforts to date include bringing together diverse community members to test new ideas in community health, supporting 35 community-led projects and funding a full-time community health worker and supporting diabetes prevention and treatment.

*“So much of the work that Healthy Together Willmar has been doing in the community has led to a greater awareness of equity. It comes to the top of a conversation rather than as an afterthought, and it has changed our community.”*

—Willmar Community Table Member



### 2019 IDEA FUND GRANTEES:

- Aging Wisely
- Art Express
- Be Well @ Willmar Public Library
- The Cardinal Pack Food Program
- Carris Health and Advocacy and Inclusion Matter
- Facilitation and Support for Autism
- Highland Apartments
- Karen Oral Health
- Kandiyohi County Traffic Education & Safety Team
- MNYou
- Movies in the Park
- MyCity Academy
- Nolan’s Place
- Partners in Care – Year 2 Monitoring
- Kandiyohi Breastfeeding Coalition – Rock and Rest
- Talking is Teaching
- We All Do Better Community Leadership Program
- West-Central Fitness and Nutrition Center
- Willmar Interfaith Network
- Willmar Police Department
- Wings of Hope

### PROGRAM IMPACT:

**\$500,000**

GRANTED TO SUPPORT 35 COMMUNITY-LED PROJECTS

MORE THAN

**300**

COMMUNITY MEMBERS SERVED

&

FACILITATED OVER

**900**

CARE COORDINATION VISITS

**ELIMINATED LANGUAGE AND CULTURAL BARRIERS FOR SOMALI COMMUNITY – RESULTING IN UPTICK IN DENTAL APPOINTMENTS & CARE**

# BLUE CROSS & BLUE SHIELD OF MISSISSIPPI FOUNDATION



[www.healthiermississippi.org](http://www.healthiermississippi.org)

The Blue Cross & Blue Shield of Mississippi Foundation is working to build a healthy Mississippi. We are working each and every day to volunteer in our communities and provide targeted funding and grant making throughout the state.

## TEAM BLUE - ROSIE'S GARDEN



Blue Cross & Blue Shield of Mississippi's employee volunteerism program, Team Blue, provides employees with opportunities to give of their time and talents to help many Mississippi community-based organizations. During 2019, Team Blue donated 3,978 hours of volunteer service. Of those volunteer hours, 322 hours were given in support of Rosie's Garden to help grow and harvest fresh fruits and vegetables for Mississippi's food insecure.



A community garden located in the heart of Rankin County, Mississippi, and operated as a nonprofit, Rosie's Garden creates a venue for volunteers to grow, harvest and deliver fresh produce at no cost to anyone in need, including schools, churches, homeless shelters and other community organizations. The four-acre garden includes 36 raised beds and a greenhouse to ensure an edible harvest for every season.

The purpose of Rosie's Garden is to provide fresh produce for food banks and community shelters and connect multi-generations of Mississippians through gardening education.



*"Rosie's Garden is an excellent place for individuals or families to spend an afternoon weeding, planting and harvesting. The garden is a benefit to all Mississippians and is conducive to the state's year-round climate for sustainable growth."*

—TERRY POWELL,  
President and Chair of the Board of Directors, Rosie's Garden

### PROGRAM IMPACT:

**322** HOURS VOLUNTEERED AT ROSIE'S GARDEN

**2,603** LBS. OF PRODUCE HARVESTED

**10** COMMUNITY ORGANIZATIONS SERVED

## WELLNESS COACH EDUCATION



Aligned with **Blue Cross & Blue Shield of Mississippi's** mission to transform healthcare from illness care to patient-centered care, the Foundation partnered with Mississippi State University in 2018 to develop a path to a career in wellness coaching—the first of its kind in Mississippi.

Top-tier graduate students selected for this innovative Masters level program are assigned to Blue Primary Care Homes to complete their internships as wellness coaches. They work with patients to set goals designed to modify their behaviors in the direction of a healthier lifestyle to prevent and manage chronic disease, as well as add healthy years to their lives.



Upon completion of the certificate program, students then take steps to become certified as Wellness Coaches through an entity such as the International Consortium for Health and Wellness Coaching or Wellcoaches® School of Coaching.



*“Having a relationship with your primary healthcare provider can help you manage your health and health risks. An important feature of our Blue Primary Care Home clinics in Mississippi is the interdisciplinary healthcare team who help patients in making realistic and effective lifestyle choices and decisions about their healthcare. Wellness coaches are proving to be a valuable asset in the Blue Primary Care Home setting.”*

—SHEILA GROGAN  
President, Blue Cross & Blue Shield of Mississippi Foundation

### PROGRAM IMPACT:

**\$650,000**  
IN GRANT FUNDS

**8** BLUE PRIMARY CARE HOMES PROVIDED WITH INTERNS

**808** PATIENTS SERVED

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

Blue Cross and Blue Shield of Kansas City (Blue KC) is committed to creating a meaningful impact for its community by focusing on initiatives that improve the health and wellness of Kansas City residents, including health services, community wellness, education, community enrichment, arts, culture and civic engagement.

## SOCIAL DETERMINANTS OF HEALTH



At **Blue KC**, the health and well-being of Kansas City's residents is a top priority. Conditions in places where people live, learn, work and play impact a wide range of health outcomes. These conditions are known as social determinants of health and make up 80% of what shapes differences in health status for Blue KC members and the community at large.

In 2019, Blue KC's Community Health team began working to understand and address these social determinants with an eye toward the future. The team is made up of members with expertise in areas such as public policy, data analysis, and benefits and programs. They are focused on creating solutions to move the needle on health outcomes for our community.



Using an anonymous employee survey, the team gathered information on their workforce socioeconomic status and environmental experiences, which in turn informed the Community Health strategy. Part of that strategy includes collaborating with providers to conduct social needs screenings, which offer a more robust look at patient health. Those in need will now have access to a referral network for assistance.

Blue KC also partners with BioNexus in grants to transform community health. The 2019 winner was a partnership between the Community Health Council of Wyandotte County, the University of Kansas Medical Center Research Institute and Vibrant Health to combat food security, which aligns with Blue KC's aspiration for scalable nutritional prescribing programs with our clinical partners.

*"Our team is honored to be funded. Our project will investigate the best ways health systems and community-based organizations can improve the health of our metro area community members who are diagnosed with chronic disease and experiencing difficulty in accessing healthy foods. We will implement these interventions in the community, where patients spend most of their time, as opposed to controlled clinical settings."*

— **DONNA YOUNG**,  
Interim Executive Director  
for the Community Health Council  
of Wyandotte County

### PROGRAM IMPACT:

**\$400,000**  
GRANTED TO COMBAT  
FOOD INSECURITY

## WELL STOCKED



Access to nutritious food is key to a healthy community. Today, more than 350,000 people in Kansas City don't know where their next meal will come from. That's why **Blue KC** launched Well Stocked, an initiative focused on bringing local partners together to increase awareness of hunger issues facing underserved areas in Kansas City.



Since its inception in 2018, Well Stocked has partnered with area nonprofits to provide rides to farmers' markets, create pantries in schools, rescue produce from fields that would otherwise be wasted, feed hardworking college students and purchase produce for use in our Live Blue Café from local refugee farmers working to build their business and support their families.

In its second year, Blue KC's Well Stocked program partnered with Cultivate KC, a local nonprofit that provides resources and advocates in support of growing fresh, nutritious produce in urban areas. Together, they offered reduced-cost or free transportation to local farmers markets.



### COMMUNITY PARTNERS:

Harvesters  
Cultivate KC  
West Central Missouri  
Community Action Agency  
Johnson Community College  
AfterThe Harvest

### PROGRAM HIGHLIGHTS:

- At the Wellstocked Market Days event Blue KC recognized that a major challenge in accessing fresh fruits and vegetables at local farmer's markets was lack of transportation.
- Blue KC worked with Lyft to provide rides to those who didn't have their own transportation.

# BLUE CROSS AND BLUE SHIELD OF NEBRASKA



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

As a Nebraska-based company, Blue Cross and Blue Shield of Nebraska believes it's their responsibility to be an active member of the communities in which their customers live and work, helping build a better Nebraska.

## MOBILE SCREENING



Since the early 1980's, **Blue Cross and Blue Shield of Nebraska** has been the exclusive sponsor of the Nebraska Lions Foundation Mobile Screening Unit (MSU). The mission of the unit is to provide accurate and timely screening for communities and schools across the state.



Schools utilize the screening unit for vision and hearing compliance requirements with the Department of Health and Human Services. A Lions Foundation staff member not only logs about 30,000 miles each year in the MSU van, he maintains the equipment, handles setup, trains volunteers for vision screening and conducts the hearing tests as a qualified audiology specialist. Screening services are provided free to schools.



### PROGRAM IMPACT:

**32,745** STUDENTS CARED FOR

**177** SCHOOLS VISITED

**129** COMMUNITIES SERVED

**OVER 3,000** STUDENTS REFERRED TO A PHYSICIAN

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

A charitable organization created by Horizon Blue Cross Blue Shield of New Jersey, we strive to increase access to quality health care for all New Jersey residents while increasing and enhancing the arts and cultural opportunities.

## ATLANTIC CITY PATIENT TRANSPORT PROJECT



The large geographic area and diverse patient populations served by the AtlantiCare Foundation in Atlantic City, paired with severely limited public transportation, create especially high barriers to transportation for many patients. To better address these challenges, the **Horizon Foundation** collaborated with the AtlantiCare Foundation to co-invest in the Atlantic City Patient Transportation Project.

The pilot initiative provides no cost, easily accessible, reliable and timely transportation to low-income residents needing both inpatient



and outpatient health services. A client care team, made up of community health workers, patient navigators, social workers, nurses and case managers, screens patients at all AtlantiCare facilities to

assess overall health and social needs and to provide service referrals. Using RoundTrip, a digital healthcare transportation platform, the care can provide transportation referrals and map all of a patient's electronic health records.

The goal of the Atlantic City Patient Transport Project is to reduce missed appointments and hospital readmissions and decrease length of stay at healthcare facilities—and ultimately improve health status of Atlantic City residents.

*“Working with the Horizon Foundation for New Jersey, AtlantiCare has been enabled to bring innovative programming and pilot new initiatives to better meet the social and healthcare needs of those we serve residing in Atlantic City. Through their generous financial and technical support, we’re one step closer to building a healthier Atlantic City.”*

– SAMANTHA KILEY, Executive Director, AtlantiCare Foundation

### PROGRAM IMPACT:

**261** RIDES PROVIDED & **94** PATIENTS SERVED

**\$5,325** SAVED ON RIDES

**79%** OF PATIENTS KEPT THEIR APPOINTMENT

**97%** OF PATIENTS RATED THEIR RIDE EXPERIENCE AS EXCELLENT

# HOMEFRONT



The **Horizon Foundation for New Jersey** supported the creation of HomeFront’s Health Access Team, a transformative service for families in Mercer County who are homeless, medically fragile or in crisis. The foundation has supported HomeFront since 2014 in its mission to end the cycle of poverty.



The goals of HomeFront’s Health Access Team program are to ensure that the homeless and low-income Mercer County families they serve obtain the healthcare they need; that their immediate medical needs are met; and that they obtain the knowledge and confidence to maintain a healthy lifestyle and obtain whatever medical care they need.



The program provides preventive screenings and immunizations, holds educational workshops on health-related topics, connects families to medical homes and helps them navigate the healthcare system, provides onsite mental and behavioral health services, connects clients to social support services and teaches clients to become their own medical advocates.



*“This funding has made all the difference to HomeFront and the families we serve. It has allowed us to harness the caring of our community and it has made a huge impact on our most vulnerable families. Doctors, nurses, optometrists, acupuncturists and other health care professionals have been able to provide much-needed services to our families, thanks to the Horizon Foundation.”*

– **CONNIE MERCER,**  
Founder & CEO, HomeFront

**PROGRAM IMPACT:**

**800** CLIENTS ASSISTED

**94%** OF CHILDREN CURRENT ON VACCINATIONS

**20** HEALTH EDUCATION PROGRAMS CONDUCTED

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

We are committed to improving the quality of life in our region. Our mission is to develop and provide innovative and cost-effective healthcare solutions to support the needs of our members, stakeholders, and the communities we serve.

## NURSING WORKFORCE DEVELOPMENT



There is a substantial and growing need for home care registered nurses in Western New York. According to the American Nurses Association, by 2022 there will be more registered nurse jobs available than any other profession. **BlueCross BlueShield of Western New York (BCBS WNY)** is prioritizing this issue by making healthcare workforce development one of its Blue Fund grant program focus areas.

Blue Fund awards grants to support Visiting Nursing Association of Western New York's Nurse Residency Program, which recruits nursing graduates and



offers specialized home healthcare training alongside mentorship from experienced nurse preceptors.

The fund also awards grants to Buffalo MATTERS, a program of the University at Buffalo Jacobs School of Medicine and Biomedical Sciences that immediately connects patients in emergency departments for opioid use with follow-up appointments. The program is partially attributed to significantly lowering the region's opioid death rate from 251 deaths in 2017 to 186 in 2018.



Blue Fund

PROGRAM IMPACT:

**\$700,000**  
GRANTED

**10** GRADUATE  
NURSES HIRED

**17** HOSPITALS OFFERING  
BUFFALO MATTERS

LOWERED REGION'S OPIOID DEATH RATE

**↓ 251** TO **186**  
DEATHS IN 2017 DEATHS IN 2018

## PRESCRIBED TO DEATH: A MEMORIAL TO THE VICTIMS OF THE OPIOID CRISIS



The opioid epidemic claims a life every 24 minutes in the United States. While there's no single factor or solution that led to the epidemic's current state, **BCBS WNY** is committed to addressing the opioid epidemic through many innovative initiatives and partnerships.



A unique opportunity to raise awareness arose through The National Safety Council's Prescribed to Death: A Memorial to the Victims of the Opioid Crisis—an impactful, traveling exhibit that not only brings visitors face-to-face with this everyday killer, but also encourages actions that will help eliminate these preventable deaths.

As presenting sponsor, BCBS WNY brought the free, interactive exhibit to Buffalo, NY. The centerpiece of the memorial is a wall of 22,000 engraved white pills—each representing the face of someone lost to a prescription opioid overdose in 2015. The memorial was accompanied by educational resources and an informational speaking series. Visitors received first-of-their-kind “Opioids: Warn Me” labels to affix to their insurance cards, and pre-paid mail envelopes to help visitors easily get rid of unused medications.

*“This memorial highlights the lives and struggles of the many people we have lost, and presents an opportunity to raise awareness about the opioid epidemic. It is important to recognize the victims of the crisis and tell the stories behind the individuals and their families who have been tragically impacted.”*

– **KATHY HOCHUL**  
New York Lieutenant Governor,  
co-chair of the NYS Heroin  
and Opioid Abuse Task Force

**1,200** VISITORS  
IN A WEEK

Excellus BlueCross BlueShield (Excellus BCBS) is committed to making Upstate New York a better place to live, work and raise a family. Its mission is to provide access to affordable healthcare and continually work to improve the health and healthcare of residents in the communities it serves.

## DIABETES CARE COORDINATION



**Excellus BCBS** partnered with Lifespan—a community organization that provides services for older adults and caregivers—to offer a Diabetes Care Coordination program.

The program was designed to help older adults with diabetes better manage their condition and learn to navigate the healthcare system.



As part of the program, care coordinators worked with adults 55 and older who were medically non-compliant and suffering from diabetes. Care coordinators

scheduled and accompanied patients to medical appointments, coordinated transportation to appointments if needed and educated patients on their condition. They also made sure patients understood directions for taking their medication and linked them to other supportive community-based services and educational classes.

Excellus BCBS' initial partnership with Lifespan ran from 2016 through 2019. Results indicated that the service helped patients better comply with medical directions and resulted in fewer emergency room visits and hospitalizations. Excellus BCBS is now piloting this service to a subset of its Medicare population.

*"Lifespan and Excellus BCBS built a partnership to test the best ways to help beneficiaries connect to diabetes self-care management programs and measure the results. Using this team approach, older beneficiaries in the pilot showed great health improvement. It's a win for the insurer, Lifespan and most of all, older adults."*

—ANN MARIE COOK  
President and CEO Lifespan  
of Greater Rochester Inc.

### PROGRAM IMPACT:

**155** PARTICIPANTS

**98%** REDUCTION IN  
EMERGENCY ROOM USE

**66%** REDUCTION IN  
HOSPITALIZATIONS

**3 IN 4** PARTICIPANTS  
FOLLOWED A TREATMENT PLAN & IMPROVED OR STABILIZED A1C LEVELS

## EXPANDING PEDIATRIC DENTAL CARE

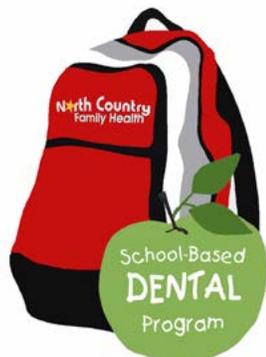


Northern New York is largely rural. Many residents face low socio-economic status. One of the many health challenges these circumstances pose is a significant pediatric oral health crisis. In 2019, **Excellus BCBS** awarded the North Country Family Health Center a grant for its Mobile School-Based Dental Program.



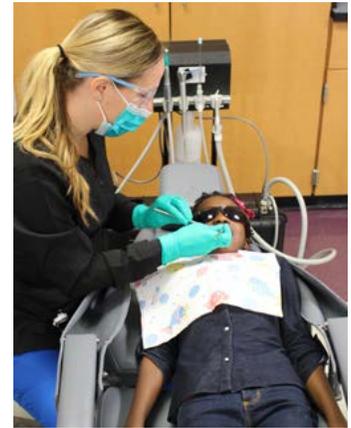
This program—the first school-based dental clinic of its kind in the state—places a dental hygienist and part-time dentist in schools to meet children where they already are, providing preventive, restorative services. It provides dental care to all students, regardless of income or insurance.

Excellus' support empowered the health center to purchase five new portable dental units, increase staff, expand locations and increase education and awareness within school districts.



*“Providing services to children directly where they are – in school – puts them at ease and allows parents to not have to worry about transportation, the cost of losing paid time at work to take their children to appointments, and out-of-pocket costs for services. The partnerships we have with local school districts and community supporters, such as Excellus BCBS, allow the Health Center to carry out its mission to improve the health and wellness of those in our community. We embrace these partnerships which allow us to provide more accessible care to children and their families.”*

– **JOEY MARIE HORTON**  
Executive Director, North Country Family Health Center



### PROGRAM IMPACT:

**140% INCREASE**  
IN SCHOOL-BASED DENTAL VISITS

**111% INCREASE**  
IN FLOURIDE APPLICATIONS

**144% INCREASE**  
IN DENTAL SEALANTS

# BLUE CROSS AND BLUE SHIELD OF NORTH CAROLINA



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

Blue Cross and Blue Shield of North Carolina's (Blue Cross NC) mission is to improve the health and well-being of its customers and communities, with a focus on transforming the healthcare system, expanding access to healthy food, supporting a healthy start for children, improving places where people live and strengthening the ability of communities to improve health.

## HEALTHY HOME INITIATIVE



Housing instability is a key driver of health for low income families. In 2018, **Blue Cross NC** invested in the Healthy Home Initiative, which is managed by The North Carolina Community Action Association. The program provides repairs to homes to improve the safety and health of North Carolina homes.



Repairs focus on meeting unmet needs of other housing funds to increase health and safety, such as reducing allergens that cause asthma and installing carbon monoxide detectors.

In early 2020, Blue Cross NC pledged an additional \$1 million to increase the footprint of the Healthy Home Initiative. The program will now serve over 900 homes in 94 counties – truly making impacts statewide.

*“Community Action embodies a spirit of hope for families facing the harsh realities of poverty across North Carolina. Blue Cross of NC’s investment in the Healthy Home Initiative provides the critical resources needed to make vital home repairs for the elderly, chronically ill and families with young children in rural communities. This investment affords many of our seniors the opportunity to age in place. That’s something you can’t put a price tag on.”*

– SHARON C. GOODSON, Executive Director,  
The North Carolina Community Action Association



PROGRAM IMPACT:

**\$2M** INVESTED

**700+** HOMES IMPROVED

**56** NORTH CAROLINA COUNTIES IMPACTED

**62%** OF PROJECTS IMPROVED AIR QUALITY

**30%** OF PROJECTS MADE HOMES SAFER

# MEDICAL MEMBERSHIP



**Blue Cross NC**, the YMCA of the Triangle, the NC Alliance of YMCAs and the NC Medical Society Foundation will fund a three-year Medical Membership pilot of the Y’s Community Health Model for Blue Cross NC beneficiaries in the service area of the YMCA of the Triangle. Ultimately, the vision is that Medical Membership would be a national community health model.



During the Medical Membership pilot delivered through the YMCA of the Triangle, Blue Cross NC beneficiaries will have access to a care team, access to participate in YMCA evidence-based programs and YMCA benefits. Additionally, their health outcomes will be shared with providers and insurers.



**BlueCross BlueShield  
of North Carolina**

### COMMUNITY PARTNERS:

- YMCA of the Triangle
- NC Alliance of YMCAs
- NC Medical Society Foundation

*“Thanks to the three-year grant from Blue Cross NC, the YMCA of the Triangle is able to offer Medical Memberships to members of our community who need access to quality, evidence-based programs, health coaching and work out facilities. Individuals participating are improving their health, which ultimately impacts all areas of their life and the communities where they live, work and play.”*

– **SUSAN PETTENGILL,**  
Vice President of Healthy Living,  
YMCA of the Triangle

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

The Blue Cross Blue Shield of North Dakota (BCBSND) Caring Foundation aims to build a foundation for the health and well-being of North Dakotans by supporting projects that reflect the foundation's mission. It identifies statewide needs and provides funding through grants and initiatives that promote healthy lifestyles.

## SCHOOL-BASED DENTAL CARE



Oral health is a huge part of staying healthy, which is why Spectra Health is working with support from the **BCBSND Caring Foundation** to bring dental care to children who may

not be able to afford it. The school-based dental program visits 11 schools in the northeast region of North Dakota twice a year giving dental cleanings, fluoride varnishes, oral health assessments and sealants to students—many of whom have no dental home and are in need of dental care.

With funding from the BCBSND Caring Foundation, Spectra Health has been able to provide dental sealants and cleanings to underserved and at-risk children in rural and urban



communities. Dental sealants have been shown to reduce decay by up to 60%. With this program, Spectra Health and the BCBSND Caring Foundation aim to reduce the number of cavities students develop over their childhood with a smaller investment than dealing with the decay once it has progressed. This helps the students medically, socially and academically, as untreated tooth decay can cause pain and infections that may lead to problems with eating, speaking, playing and learning.

*"I applaud the BCBSND Caring Foundation for supporting our mobile oral health program. With the changing landscape in healthcare, partnerships like this bring me great optimism that thinking outside the box on service delivery will increase access to care, reduce costs and improve health. We are grateful to partner with such a visionary foundation."*

— MARA JIRAN,  
CEO of Spectra Health

### PROGRAM IMPACT:

APPROXIMATELY  
**3,000**  
CHILDREN SERVED

## SUICIDE PREVENTION



The **BCBSND Caring Foundation** has partnered with Sources of Strength to implement a suicide prevention program throughout schools in North Dakota. Sources of Strength utilizes an evidenced-based approach designed to harness the power of peer social networks to change unhealthy norms and culture, ultimately preventing suicide, bullying and substance abuse.



Sometimes, students are carrying more on their shoulders than we think. We all go through the ups and downs of life and Sources of Strength, a national evidenced-based suicide prevention program, emphasizes that during the rough times no student should feel hopeless or alone. Sources of Strength uses tools such as connectivity, school bonding and peer-adult partnerships to change unhealthy norms and culture, ultimately preventing suicide, bullying and substance abuse.

The BCBSND Caring Foundation believes that partnering with Sources of Strength can make a difference by giving youth the tools they need to keep themselves and their friends safe and well supported.

*“Thank you so much to the BCBSND Caring Foundation for helping Sources of Strength spread its suicide prevention program throughout the state. Thanks to this funding we were able to expand into more rural schools and increase our impact throughout the state by about a third of what we were already at.”*

—Cody Sletten, Support Coordinator of Sources of Strength.



We invite you to watch our partnership testimonial video with Sources of Strength:

[https://www.youtube.com/watch?time\\_continue=9&v=c40VBUm83E&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=9&v=c40VBUm83E&feature=emb_logo)

### PROGRAM HIGHLIGHTS:

- Reductions in key markers associated with suicide
- Increase in peer leaders' connectedness to adults
- Increase in peer leaders' school engagement
- Peer leaders 4x more likely to refer a suicidal friend to an adult
- Increase in positive perceptions of adult support
- Increase in perceived acceptability of seeking help

# REGENCE BLUECROSS BLUESHIELD OF OREGON AND UTAH/REGENCE BLUESHIELD



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

Regence BlueCross BlueShield (Regence BCBS) and Regence BlueShield (Regence BS) have a rich history of commitment and contribution to their local communities. Each day, they give their time, talents and financial resources to improve the health of the places they call home.

## OREGON FOOD BANK



Regence BCBS's longstanding partnership with the Oregon Food Bank helps combat food insecurity and build resilient, local food systems across the state. Specifically, it invests in and supports the FEAST (Food, Education, Agriculture, Solutions Together) program—a long-term solution to end hunger. FEAST participants represent a broad spectrum of stakeholders in the food system, ranging from farmers, food processors and retailers to healthcare providers, educators and parents, coming together to talk through their challenges, identify solutions and take action.

### PROGRAM IMPACT:

**254** FEAST PARTICIPANTS

**21%** INCREASE IN PARTICIPATION 2018-2019

**34** OREGON COUNTIES REACHED

## GREEN URBAN LUNCH BOX

Regence BCBS championed efforts to address food and housing insecurity in 2019, forging a partnership with local nonprofit Green Urban Lunch Box to provide fresh produce to seniors across Salt Lake County, Utah. Green Urban Lunch Box works to address the hunger crisis through its Back-Farms program, in which volunteers build, cultivate and maintain organic gardens in senior citizens' backyards at no cost to them. Each garden is paired with a volunteer apprentice who visits the space weekly to maintain and harvest the locally grown produce. The harvest is then split between the homeowner, volunteer and farmers markets serving seniors.

### PROGRAM IMPACT:

**\$34,000** COMMITTED

**9,200** LBS. OF PRODUCE HARVESTED

**200** INDIVIDUALS IN NEED RECEIVED FREE PRODUCE

## MARY'S PLACE

Understanding the growing role that social determinants play in overall health, Regence BS championed efforts to address food and housing insecurity in Washington state—including an investment in Mary's Place. This nonprofit provides safe, inclusive shelter and services that support women, children and families on their journey out of homelessness. The nonprofit's health services program plays a critical component in its mission of providing a full range of support services, from food and nutrition education to employment and permanent housing—with particular attention to those with life-threatening illnesses and women who have recently given birth.

### PROGRAM IMPACT:

**2,300** INDIVIDUALS SERVED

**820** CHILDREN CARED FOR

**131** PREGNANT WOMEN SUPPORTED

Capital BlueCross serves Central Pennsylvania and the Lehigh Valley with a mission to improve the health and well-being of its members and the communities in which they live.

## COMMUNITY CARE PROJECT



**Capital BlueCross** first launched the Community Care Project in 2018 to provide critical health interventions to one of the most underserved communities in the Central Pennsylvania region.

The project is a partnership between the health insurer, nonprofit health centers, local food banks and community centers.



The unique collaboration provides free health screenings at existing food distribution sites to reach vulnerable populations that otherwise may not have

had access to screenings. They are then connected to health coaches, dietitians and community resources as needed. The goal: detect health issues before they become more serious, raise awareness and educate at-risk groups on the importance of prevention, early diagnosis and management of chronic diseases.

In 2019, a second Community Care Project was launched at the Spanish American Civic Association in Lancaster, Pennsylvania.



### PROGRAM IMPACT:

**595** INDIVIDUALS  
SCREENED

**146** HIGH BLOOD  
PRESSURE DIAGNOSES

**41** HIGH BLOOD  
GLUCOSE DIAGNOSES

**140** REFERRALS FOR  
HELP MANAGING  
CHRONIC CONDITIONS

## HEALTH COACHING



Improving the health and well-being of its members and communities is a key part of **Capital BlueCross**' mission. In late 2018, it began offering members and nonmembers alike access to health coaching across its three retail health and wellness centers.



The primary goal of health coaching is to encourage active engagement in making healthy behavior changes. Health coaching is a method that adapts to any level of health, unique need or personal health goal. It also works to prevent or manage many chronic conditions, such as obesity, diabetes, hypertension, hyperlipidemia, heart disease and cancer.

The program provides access to a diverse staff of nurses, registered dietitians and exercise physiology professionals. The staff works together to best serve the unique health and wellness needs of every client.

**COMMUNITY PARTNER:**



**PROGRAM IMPACT:**

MORE THAN  
**3,300**  
INDIVIDUALS SERVED

**1,000+**  
COMPREHENSIVE  
CONSULTATIONS

**90%** SATISFACTION IN  
RETAIL SERVICES

[www.highmarkfoundation.org](http://www.highmarkfoundation.org)

The Highmark Foundation supports programs that combat chronic disease, support family health and increase access to care. It plays an important role in improving the health outcomes of residents and communities through programs in which it provides funding support.

## FREE DENTAL CARE



Poor oral health impacts overall physical health, with an increased risk of serious health problems such as heart attack, stroke, poorly controlled diabetes and preterm labor. To address these critical prevention opportunities, the **Highmark Foundation** and its partners sponsored the Mission of Mercy Pittsburgh's (MOM Pittsburgh's) free two-day dental clinic for the underserved in western Pennsylvania.



The event was held July 26 and July 27, 2019 at the PPG Paints Arena in Pittsburgh, Pennsylvania. The goal was to provide dental services at no cost to underserved children and adults. Some of the services provided included extractions, cleanings and fillings.

By supporting this event, the Highmark Foundation was able to help eliminate barriers such as cost, lack of access to care and lack of awareness, to allow this vulnerable population to receive appropriate dental care and education while improving oral health outcomes.

*"It was an awesome experience for my family. The services were done professionally and it was refreshing seeing so many people getting the dental care they deserve."* – A. HUGHES, patient



### COMMUNITY PARTNERS:

Allegheny Health Network  
Gateway Health  
United Concordia Dental

### PROGRAM IMPACT:

**1,469** & **1,302**  
VOLUNTEERS      INDIVIDUALS

**89%** OF PATIENTS WERE HAPPY OR VERY HAPPY WITH THEIR CARE

**95%** OF PATIENTS SAID THEY WILL RETURN NEXT YEAR

**99%** OF PATIENTS WOULD RECOMMEND THE CLINIC TO OTHERS

## LEBANON VALLEY VOLUNTEERS IN MEDICINE IN MEDICINE



Lebanon Valley Volunteers in Medicine (LVVIM) is a free clinic that provides primary medical care and prevention services to the residents of Lebanon County, Pennsylvania.



In 2016, LVVIM opened a free walk-in clinic. With additional funding from the **Highmark Foundation**, LVVIM expanded their available services to the underinsured and uninsured residents of Lebanon County, with an emphasis on the growing Hispanic population from Puerto Rico, Mexico, the Dominican Republic, Central and South America, and Cuba. Among this population, diabetes, hypertension and chronic obstructive pulmonary disease represent the most common chronic illnesses.

With the help of Highmark Foundation’s funding, the walk-in clinic was able to expand its services by increasing the availability of a certified registered nurse practitioner (CRNP) and a part-time medical assistant. The increased availability of staff allowed for health assessments and education for these at-risk populations.



*“With increased CRNP availability, LVVIM was able to focus on screening our patients for diabetes, heart disease and high blood pressure. Many of the patients that received these screenings had no idea that they were at risk of developing a chronic health problem. These screenings helped patients take steps to reduce the potential health risk they have and accept treatment when necessary.”*

– VICTORIA BROWN, M.D.

### PROGRAM IMPACT:

#### INTERVENTIONS FOR

**40%** OF PATIENTS FOUND TO HAVE HYPERTENSION

#### INTERVENTIONS FOR

**76%** OF PATIENTS FOUND TO BE OVERWEIGHT

# INDEPENDENCE BLUE CROSS FOUNDATION

[www.ibxfoundation.org](http://www.ibxfoundation.org)

INDEPENDENCE BLUE CROSS  
FOUNDATION

Independence 

We lead sustainable solutions to improve the health and well-being of the community. The Foundation expands upon the commitment of Independence Blue Cross to improve the health and well-being of its neighbors in southeastern Pennsylvania.

## BLUE SAFETY NET



The **Independence Blue Cross Foundation's** Blue Safety Net program has a goal of strengthening the healthcare safety net in Southeastern Pennsylvania by improving access to quality primary care. Blue Safety Net grants are awarded to nonprofit, privately funded community health centers that provide free or affordable care to our local communities.

Since 2011, the Blue Safety Net program has awarded more than \$20 million to community health centers that increase access to care in medically underserved communities,



improve patient coordination and communication, and promote projects that address specific healthcare gaps and obstacles to care.

Without Blue Safety Net-supported health centers, many of the individuals served may seek care in an emergency room setting. The Independence Blue Cross Foundation is committed to the Blue Safety Net program in order to secure access to care in under-resourced communities.

### PROGRAM IMPACT:

**338,000**  
PATIENTS RECEIVED CARE

OVER  
**1M** HEALTH VISITS  
PROVIDED

**48** HEALTH CENTERS  
SUPPORTED

## NURSING INTERNSHIP PROGRAM



The **Independence Blue Cross Foundation's** Nursing Internship Program's goal is to prepare the next generation of nurses to become compassionate leaders in healthcare. The program provides undergraduate nursing students in the southeastern Pennsylvania region with unique experiential learning opportunities. The student nurses can intern on a healthcare administration team at Independence Blue Cross or in regional health centers in under-resourced communities.



The internship placements are coupled with competency-building modules, including Leadership Labs, volunteering and a research project. The program is designed and has been validated to cultivate professional

and leadership skills, using the Competencies, Outcomes, Performance Assessment Model. The Nursing Internship Program expands upon the skills learned in nursing school to broaden the student nurses' understanding of cultural competency, industry complexities, and career pathways, which creates stronger healthcare providers for the community.

Since 2005, Independence Blue Cross and the Foundation (beginning in 2011) have provided internships for more than 300 students from 20 nursing schools across the region.

INDEPENDENCE BLUE CROSS  
FOUNDATION

Independence 

### PROGRAM IMPACT:

**25** INTERNS HOSTED  
IN 2019

**16** HEALTH CENTERS  
PAIRED WITH INTERNS

**100%** GRADUATION  
RATE

Triple-S Salud and its charitable foundation, Fundación Triple-S, is committed to helping its community in the prevention of illness and promotion of wellness, improving health services across Puerto Rico. It passionately contributes to enhance the quality of life in the communities it serves.

## ALIMENTA TU CUERPO, ALIMENTA TU ALMA



Food insecurity affects more than 33% of the Puerto Rican population. Loneliness and high levels of stress are also serious social issues for the island. To address both, **Fundación Triple-S** launched Alimenta tu cuerpo, Alimenta tu alma (Feed your body, Feed your soul), an initiative to raise public awareness about two important social determinants of health: food security and social cohesion.



They are supporting local food production by collaborating with World Central Kitchen's Plow to Plate program, which provides funding for small agricultural projects, and offers business skills training and networking opportunities.

With social connection as an overarching theme, the foundation launched a short documentary showing food as both nourishment and a vehicle to forge relationships. They also set out with a food truck and hosted communal tables with community organizations to learn how they are building stronger, more resilient, healthier communities. Finally, they address loneliness and stress by partnering with Universidad Albizu to offer community workshops on emotional wellbeing and resiliency.



**PROGRAM IMPACT:**

**\$100,000**

**GRANTED TO WORLD  
CENTRAL KITCHEN**

**400** COMMUNAL TABLE  
PARTICIPANTS

**250+** COMMUNITY WORKSHOP  
PARTICIPANTS



## DIABETES SUPPORT



Diabetes is a serious concern in Puerto Rico; at 15.7%, the island has the highest prevalence in the U.S. Socioeconomic factors affect its members' adherence to drug therapy, which impacts their health outcomes and overall wellbeing with this disease. **Triple-S Salud** is addressing these barriers to accessing care by redesigning the benefits they provide Medicare Advantage members.



In 2019, Triple-S Salud's Medicare Advantage product design eliminated cost sharing for diabetes medications (oral drugs and brand-name insulins) to ensure that its members have



greater medication adherence. By eliminating this out-of-pocket cost, members can use their income for other basic needs such as food. The elimination of copayments also benefits members with other chronic diseases such as cardiovascular and respiratory conditions.

Medicare Advantage plans also include access to a nutritionist on a quarterly basis, without requiring an existing diagnosis. Having access to sound nutritional advice and information is key to overall health, prevention and the successful management of health conditions, even on a limited budget.

# BLUE CROSS & BLUE SHIELD OF RHODE ISLAND



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

Blue Cross & Blue Shield of Rhode Island's (BCBSRI's) vision is to passionately lead a state of health and well-being across Rhode Island. This vision is why BCBSRI invests more than \$1 million each year in Rhode Island nonprofit organizations that help improve the health of its community.

## RI LIFE INDEX



Underscoring its commitment to building a healthier state, **BCBSRI** created the RI Life Index in 2019. This new annual data resource measures Rhode Islanders' perceptions of the social factors influencing health and well-being in the state. Developed in partnership with the Brown University School of Public Health, the RI Life Index is based on in-depth interviews with 2,209 Rhode Islanders about topics including healthcare, housing and employment.



Watch our video by visiting: [www.rilifeindex.org](http://www.rilifeindex.org)

The results offer a first-of-its-kind window into what state residents believe to be significant health challenges as well as community strengths. The RI Life Index showed challenges in the availability of quality affordable housing, job opportunities and job training programs.

With this new data, BCBSRI has worked with community partners to develop new approaches—and strengthen existing programs—to address these issues. For example, BCBSRI awarded five organizations that work to improve access to affordable housing.



### COMMUNITY PARTNER:

Brown University School of Public Health

### PROGRAM IMPACT:

**\$200,000**  
TOWARD AFFORDABLE HOUSING

*"As many residents of Rhode Island already know, social determinants of health, such as the cost of housing and employment issues, often make it incredibly challenging for many families to experience the highest quality of health and well-being."*

– **MELISSA CLARK, PH.D.**  
Professor of Health Service, Policy, and Practice, and Director of the Survey Research Center at the Brown University School of Public Health

## DRIVING QUALITY OUTCOMES



Working with University Orthopedics, **BCBSRI** launched a value-based care program in 2019—a “bundled payment” model that can help reduce overall healthcare costs while setting quality benchmarks.



This model establishes a single cost for all of the services performed in a “bundle” for outpatient hip, knee, and shoulder surgeries. The bundle includes a range of services, from surgery to post-op exams and nursing care to physical therapy. It is designed to move surgeries from hospitals to University Orthopedics’ Kettle Point surgical center in East Providence.

This agreement—and the shift away from charging fees for every individual service—is an important step toward making healthcare more affordable for Rhode Islanders. Equally important is the commitment of both organizations to tie in quality measures to ensure that patients are getting the best possible care.

# BLUE CROSS AND BLUE SHIELD OF SOUTH CAROLINA FOUNDATION

[www.bcbssefoundation.org](http://www.bcbssefoundation.org)

Giving back is one of the corporate values that guide our company. We utilize our corporate strengths and resources to positively impact the communities we serve.



## THE PHOENIX CENTER



Each year, nearly 500 youth, ages 11-16, are processed through the Greenville County Juvenile Detention Center. Until recently, none of them received any type of behavioral screening unless requested by the court.

To serve this vulnerable population, whose crimes are often an outcome of their experiences and behavioral health challenges, the **Blue Cross and Blue Shield of South Carolina Foundation** took action.



Through their support of the Phoenix Center, all youth offenders are offered a behavioral health assessment prior to sentencing. They are then considered for supportive services like family therapy, anger management or substance use treatment rather than extended sentences.

A testament to the project's success, judges now request the assessments to be printed on colored paper for quick reference during sentencing.

The program also educates Juvenile Detention Center staff on trauma-informed care. This helps staff better understand the whole person, and how past trauma may influence current actions. Administrators at the detention center have reported a positive shift in the work culture and attitude among officers since implementation of this program and regular trainings with Phoenix Center staff.

*"It's amazing how having a full-time counselor assess our youth, do trauma-informed group counseling and interact with DJJ (Department of Juvenile Justice) and court personnel has improved the working relationship between our staff, DJJ and the solicitor's office."*

— **LIEUTENANT BARBARA PRESSLEY,**  
Juvenile Lieutenant  
for the Department of Public Safety

### COMMUNITY PARTNERS:

Greenville County Juvenile Detention Center  
Greenville County department of juvenile justice  
The Phoenix Center

### PROGRAM IMPACT:

**539** JUVENILES ASSESSED  
OVER 3 YEARS

**88%** OF GREENVILLE COUNTY  
JUVENILES RECEIVED SCREENING  
BEFORE SENTENCING

REINCARCERATION  
RATES HAVE  
DROPPED NEARLY **5%**

# HPV QUALITY IMPROVEMENT LEARNING COLLABORATIVE



The Human Papilloma Virus (HPV) vaccine prevents nine types of HPV infections that cause the majority of six types of cancer, including cervical, vaginal, vulvar, anal, penile and throat.

Currently, the CDC ranks South Carolina 35th in the nation for HPV vaccination completion, with only 49.5 percent of 13-17-year-olds completing the recommended two-dose series. By improving statewide vaccination rates, there will be fewer cases of HPV-related cancers, resulting in lower healthcare costs for cancer treatment.

To lower the rates of HPV-related cancers in South Carolina, the **Blue Cross and Blue Shield of South Carolina Foundation** partnered with the American Cancer Society



and seven federally qualified health centers (FQHCs). Together, they implemented best practices in clinical processes and electronic medical records (EMRs) to increase vaccination rates of 9- to 12-year-olds.

In the first year, South Carolina’s FQHCs saw a 17% increase HPV vaccination rates.



**South Carolina**  
FOUNDATION



*“The QI approach was embraced with vigor and clinical staff were eager to implement newly learned processes in their system while feeling safe to also share barriers and challenges among their peer systems. It was exciting to see the dedication to improving rates and the desire to make true systematic improvement with plans to support sustainability beyond this funding support.*”

—KIM HALE, Senior Manager, State and Primary Care Systems, American Cancer Society

## COMMUNITY PARTNERS:

Centers for Disease Control  
SC Primary Health Care Association  
The American Cancer Society

## PARTICIPATING FQHCs:

Beaufort Jasper Hampton Comprehensive Health  
Fetter Health Care Network  
Little River Medical Center  
New Horizon Family Health  
Sandhills Medical Foundation  
St. James-Santee Family Health  
Tandem Health

## PROGRAM IMPACT:

**17%** OVERALL INCREASE  
IN HPV VACCINATION  
RATES IN 2019

**100%** OF THE FQHCs  
MADE EMR MODIFICATIONS IN  
TRACKING VACCINATION INITIATION AND  
COMPLETION RATES

# BLUECROSS BLUESHIELD OF TENNESSEE FOUNDATION

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

The BlueCross BlueShield of Tennessee (BCBSTN) Foundation helps encourage Tennesseans to build connections – and get healthy – together. It demonstrates this commitment through charitable giving, support and volunteerism.



of Tennessee

## BLUECROSS HEALTHY PLACE



Since 2018, the BlueCross Healthy Place program has been dedicated to creating and/or enhancing great spaces to share and make bonds with each other stronger. As the signature cause of the **BCBSTN Foundation**, the BlueCross Healthy Place program, develops spaces that help neighbors connect, form new relationships and enjoy healthy activity.



The BlueCross Healthy Place program allows the BCBSTN Foundation to have a bigger impact on the lives of its communities – both urban and rural – across Tennessee. For each project, local residents offer insight into their community’s needs, ensuring every BlueCross Healthy Place is tailored to the area and the residents it serves.

There are currently projects in various stages of progress in each region of the state: four are complete in Memphis, Huntland, Kingsport and Henry Horton State Park; Chattanooga is underway and two unannounced projects are in the early stages of development.



*“We are blessed to have it – it’s a much-needed resource for our community. The BCBSTN Foundation kick-started something with this investment. It’s going to be a source of pride, with its vibrant colors, for our community for years to come.”*

– Alton and Karlisa Cryer

### PROGRAM IMPACT:

ESTIMATED  
**80,000**

CHILDREN TO GAIN ACCESS  
TO SAFE RECREATIONAL AREAS

**8M** ESTIMATED PLAY  
HOURS GENERATED



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

Blue Cross and Blue Shield of Vermont (BCBSVT) understands the importance of community, the requirement to belong and uphold, inspire and change. On the fundamental level, that begins with good health. That's why BCBSVT is committed to the health and well-being of all Vermonters.

## PARTNERS ALIGNED IN TRANSFORMATIVE HEALTH (PATH)



BCBSVT has partnered with the University of Vermont Medical Center (UVMCC) to support an exciting pilot program that helps members with chronic and complex pain. Rather than seeking to eliminate pain, PATH's goal is to help participants develop sustainable strategies for living well with the pain that they have.

The eight-week intensive outpatient program's "whole person" approach melds conventional medical and mental health treatment with weekly group work and a full slate of evidence-based complementary and alternative therapies like yoga, acupuncture, massage and culinary medicine.



Only a handful of comprehensive programs of this type currently exist in the U.S. and the cost, which can range from several thousand to tens of thousands of dollars, is generally not covered by insurance. The PATH program is unique in this regard: thanks to an innovative collaborative partnership between the UVMCC and BCBSVT, participants are given access to the entire array of services for the cost of two primary care visits.

Recently, the program just finished the first six months of a pilot with a little over 50 patients.

*"By the time a participant gets to us, they're often at wits' end. But by the time they leave, the effect is profound. People are tearful; they use words like transformative and life-changing."*

– LAUREL AUDY,  
PATH registered nurse  
and Reiki practitioner

## MOUNTAIN DAYS



Mountain Days is a program that **BCBS of Vermont** developed in conjunction with community advisory boards around Vermont – supporting health promotion and education in the areas of the state in which they live. This annual event invites hundreds of families and solo hikers alike to enjoy the natural beauty of Vermont while getting exercise and fresh air during a hike up Mt. Wantastiquet, near Brattleboro.



The success of this community event led organizers to expand to other areas in Vermont, most recently Burke Mountain and Mt. Anthony in Bennington.

At all Mountain Days, the first 100 attendees receive a free Mountain Day t-shirt and a healthy lunch. The same families and hikers join BCBS of Vermont year after year and many of them look forward to it as a family tradition to celebrate both Mother's Day and Vermont's long-awaited spring.

Mountain Day at Mt. Wantastiquet offers two alternatives for participants; while many chose to climb Mt. Wantastiquet, where they were rewarded with sweeping views, others took advantage of a less rigorous riverside walk. The hikers enjoyed free T-shirts, free picnic of sandwiches, trail mix, water and apples – donated by local businesses.

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

Premera Blue Cross makes a difference in the lives of those living in its communities across the Pacific Northwest. Through corporate giving, volunteering, and community engagement, Premera Blue Cross promotes new partnerships and solutions to help make healthcare work better.

## SOCIAL IMPACT



**Premera Blue Cross** is committed to supporting programs that address behavioral health—particularly mental health, adverse childhood experiences and trauma informed care. Based on data from a recent national health index and state and local community health assessments, health conditions such as depression, anxiety, mood disorder and substance abuse are nearly universal experiences of individuals with behavioral health problems, with the abuse most commonly occurring in childhood.

Research shows that healthcare from doctors and other healthcare providers contributes to only 20% of a person's overall wellness. Many other factors play a role. By promoting approaches that include resilience and trauma-informed practice, Premera Blue Cross is fostering healing for individuals, families, and communities



The company also supports programs that address the intersection of behavioral health and homelessness—two issues that have a compounding effect on each other.

### PROGRAM IMPACT:

**108,152** PEOPLE SERVED

**140** GRANTS & PONSORSHIPS AWARDED

## RURAL ACCESS TO CARE



### Premera Blue Cross

established a donor-advised fund that supports improved access and quality of healthcare in rural communities in Washington and Alaska. The Fund makes grants ranging from \$25,000-\$100,000 to hospitals, outpatient clinics and other healthcare providers in rural and remote regions to support small capital projects. These include the purchase of medical equipment that would otherwise be unattainable due to clinic budgetary constraints.

Premera Blue Cross is investing in tools to make it easier to access healthcare success in challenging rural areas, including evidence-based programs, care coordination, behavioral health-embedded primary care and telehealth.

### PROGRAM IMPACT:

**\$10M** CONTRIBUTED

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

Blue Cross Blue Shield of Wyoming (BCBSWY) established the BCBSWY Caring Foundation to sustain its mission of promoting the good health and well-being of Wyoming’s residents. The Foundation focuses its support through charitable giving.

## SUICIDE PREVENTION TRAINING



Suicide is the leading cause of death for young adults ages 15-24 in Wyoming. Since 1996, Wyoming has been ranked among the top five states in the nation with the highest suicide rate—making suicide a critical public health issue that affects all ages, all races, all cultures. However, studies have shown that suicide can be prevented by someone who is trained to recognize the warning signs of a suicide crisis, how to ask the appropriate questions, and with the knowledge of how to respond.

That’s why in 2019, the **BCBSWY Caring Foundation** funded a “Question-Persuade-Respond (QPR)” suicide prevention training program. The funding established a partnership between the Boys and Girls Club Wyoming Alliance and a local non-profit, Grace for 2 Brothers, to build a network of community gatekeepers trained in suicide prevention.

After completing the training, Boys and Girls Club staff return to their Clubs and train other Club staff and teen members. Community gatekeepers can also offer additional trainings outside of the Clubs, to Rotary Clubs or free public trainings.



*“The Question-Persuade-Respond instructor training was an eye-opening training for me. The training was intense and informative. Having had the topic of suicide touch my life personally, I am passionate about doing my part to reach the hurting. I want to do all I can to ensure that every person I train knows what to say to someone who is contemplating suicide.”*

– Anonymous QPR trainee,  
Boys & Girls Club Wyoming Alliance

### COMMUNITY PARTNERS:

Boys and Girls Club Wyoming Alliance  
Grace for 2 Brothers

### PROGRAM IMPACT:

**15** TRAINEES

**6** COMMUNITIES STAFFED WITH TRAINEE

## INVESTING IN THE HEALTHCARE WORKFORCE



Wyoming faces significant challenges in meeting the health needs of its population. The **BCBSWY Caring Foundation** believes addressing the capacity of the healthcare workforce is a critical part of the solution. By helping to increase the number of professionals in the state and reduce barriers to service, the BCBSWY Caring Foundation hopes to help patients manage their personal health more effectively and improve health outcomes.

As such, they are investing in a variety of workforce scholarships throughout Wyoming. These investments are designed, in part, to address the shortage of primary and mental health care professionals in rural Wyoming—including general healthcare practitioners and doctors of nurse practice.



**PROGRAM IMPACT:**

**\$80,000**  
COMMITTED

**18** SCHOLARSHIPS  
AWARDED

**24** STUDENTS  
SUPPORTED



*“I choose to pursue my doctor of nursing practice training at the University of Wyoming based on its excellent focus on rural health, collaborative practice, and shared decision-making. I have been pleasantly surprised by the program’s flexibility and true promotion of individualized learning experiences. I work at a tribally-run clinic in Wyoming’s Wind River Reservation, where I intend to continue my career as a family nurse practitioner. Our clinical team offers a variety of services, including patient outreach and family-centered care. My goal is to continue work in this setting, pursuing future opportunities for care improvement/collaboration.”*

**– Jesse Stark Morse-Brady**

**PARTICIPATING INSTITUTIONS:**

- University of Wyoming Foundation
- University of Wyoming Fay W. Whitney School of Nursing
- Casper College Foundation
- Central Wyoming College Foundation
- Eastern Wyoming College Foundation

- Laramie County Community College
- Northwest Community College
- Sheridan College
- Western Wyoming Community College



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[www.bcbs.com/investingincommunities](http://www.bcbs.com/investingincommunities)

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