



BlueCross
BlueShield

THE HEALTH OF AMERICASM

2018

COMMUNITY INVESTMENT REPORT

A LETTER FROM OUR CEO



Blue Cross and Blue Shield (BCBS) companies do more than insure one in three Americans. We work tirelessly in partnership with the communities we serve—in every state, Puerto Rico and the District of Columbia—to support healthier living and healthier neighborhoods not only for our members, but for all Americans.

The commitment of the 36 BCBS companies is far-reaching, encompassing investments of much-needed dollars and volunteer time. In 2018 this commitment came to life through local efforts that addressed chronic illnesses such as diabetes and heart disease, supported preventive care through local clinics and schools, and drove solutions to the opioid epidemic. In times of crisis, like the wildfires in California, the Anchorage earthquake or Hurricanes Michael and Florence, BCBS companies and employees across the country came together to donate time, supplies and funds.

As another important pillar of this Systemwide commitment, the BCBS Institute is investing in targeted programs to address the social and environmental conditions that impact people’s health. The Institute has nurtured innovative partnerships in order to expand access to providers, pharmacies, transportation and healthy food. I’m pleased to share that foodQ, a new food delivery service, is already bringing healthy, nutritious meals to vulnerable populations.

Across the country in 2018, BCBS companies made critical community investments in healthcare in every ZIP code— work that we consider part of our fundamental responsibility to improve the health of America. These efforts are reflected in this report, and in the pages that follow you can read about how BCBS employees and partners upheld their commitment to more than 100 million members and, community by community, made a difference.

Yours in good health,

A handwritten signature in black ink that reads "Scott P. Serota". The signature is stylized and written in a cursive-like font.

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



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OUR RESPONSIBILITY, OUR PRIVILEGE

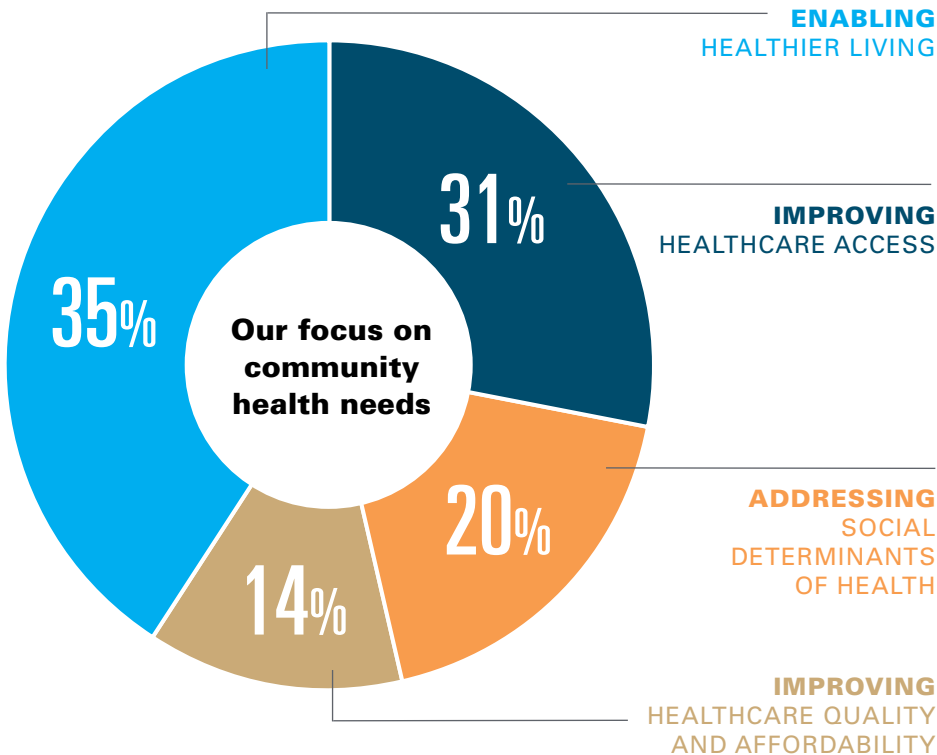
For generations, Blue Cross and Blue Shield (BCBS) companies have provided security, stability and compassion to thousands of communities and members nationwide.

Through corporate giving and BCBS foundation investments, we create programs and support partnerships that have a great impact on the health and well-being of all Americans and the communities they live in.



Serving our communities. For the Health of America.

Since 1929, BCBS companies have provided healthcare coverage to members, allowing them to live free of worry—and free of fear. Through our deep roots, BCBS understands and addresses the needs of local communities while providing nationwide healthcare coverage that opens doors for **more than 100 million members** in all 50 states, Washington, D.C., and Puerto Rico.



2018 IMPACT

\$382M

IN COMMUNITY HEALTH INITIATIVES

\$4M

IN DISASTER RELIEF EFFORTS

\$13M

EMPLOYEE DONATIONS

572,000

EMPLOYEE VOLUNTEER HOURS

DATA-DRIVEN INSIGHTS TO IMPROVE AMERICA'S HEALTH

The Health of AmericaSM

BCBS companies are 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.

The Blue Cross Blue Shield, The Health of America Report[®] series is a collection of in-depth, data-driven analyses on health conditions and trends affecting Americans' overall health and wellness. The Health of America Report series is a collaboration between the 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.

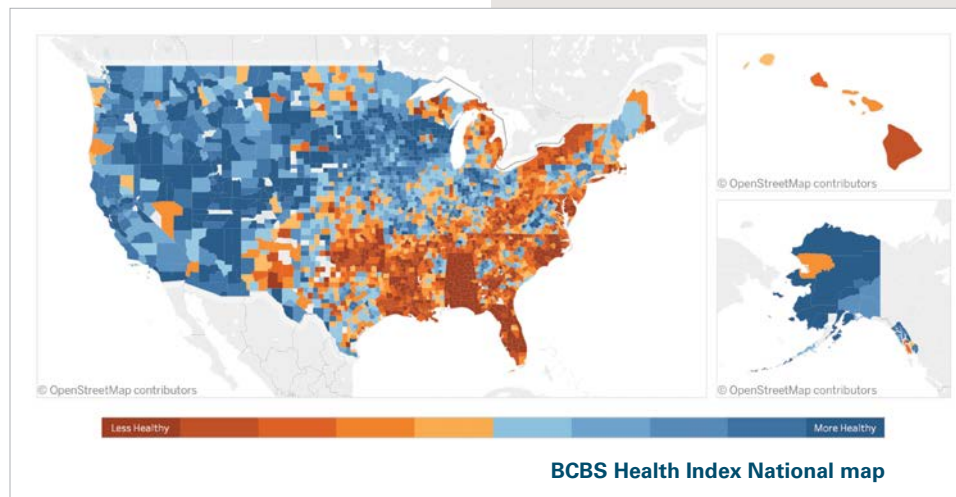
The Blue Cross Blue Shield Health IndexSM is a unique measure of health that identifies more than 200 health conditions that have the greatest impact on Americans' overall quality of life, offering a view of the health and wellness of a population down to the county level. Powered by annual data from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

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.



According to the BCBS Health Index, in 2017 the top 10 conditions nationally that had the greatest impact on overall health and wellness were:

1. Hypertension
2. Major Depression
3. High Cholesterol
4. Coronary Artery Disease
5. Type 2 Diabetes
6. Alcohol Use Disorder
7. Substance Use Disorder
8. Chronic Obstructive Pulmonary Disease (COPD)
9. Psychotic Disorders
10. Crohn's Disease/ Ulcerative Colitis



*BHI is an independent licensee of the Blue Cross Blue Shield Association. BHI is a trade name of Health Intelligence Company, LLC.

SUPPORTING HEALTHIER LIVING FOR ALL

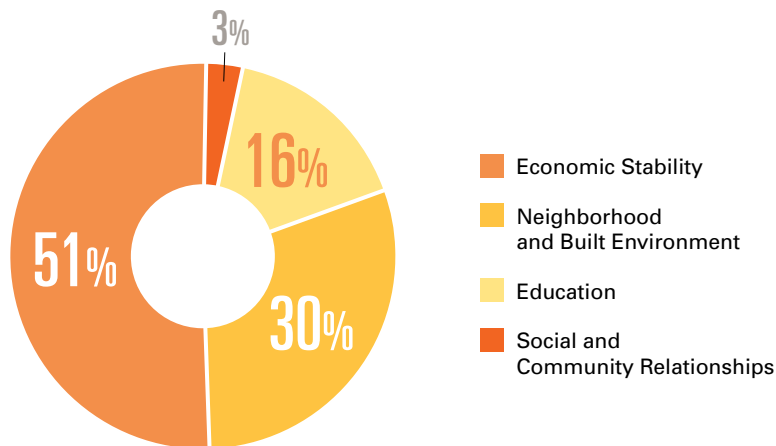
Addressing Social Determinants of Health

BCBS companies and their foundations continue to break down barriers and build up opportunities to enable all Americans to live their healthiest lives. We help by addressing the social determinants of health—the environment in which people are born, grow, live, work and age.

With a major focus on food insecurity, BCBS companies and their foundations provided more than 1.6 million meals and nearly 104,000 pounds of food in 2018.



BCBS PROGRAMS ADDRESSING SOCIAL DETERMINANTS OF HEALTH



IMPACT



To help provide transportation and boost wellness opportunities, BCBS companies support bike sharing programs in multiple cities. In 2018, the impact of BCBS bike sharing programs included:

17,000 AVAILABLE BIKES

5M TOTALING **4.3M** TRIPS MILES

Overcoming Barriers to Health—One ZIP Code at a Time



The Blue Cross Blue Shield InstituteSM (BCBS Institute) aims to improve healthcare access and outcomes by addressing the social determinants of health, shining a light on transportation, pharmacy, nutrition and fitness deserts in specific neighborhoods across America.

An estimated 3.6 million Americans miss or delay medical appointments simply due to a lack of transportation to a center of care or primary pharmacy. In 2018, the BCBS Institute launched **rideQ**SM—a ride share program helping eligible members without access to reliable transportation get to and from their medical appointments and the pharmacy at no cost to them.

Additionally, in 2018, the BCBS Institute introduced **foodQ**SM—a food delivery service aimed at increasing the availability of healthy and affordable food options to community members. The foodQ service delivers nutritious and affordable meal options to all residents living in certain ZIP codes that are considered nutrition deserts. The service kicked off in Chicago and Dallas.

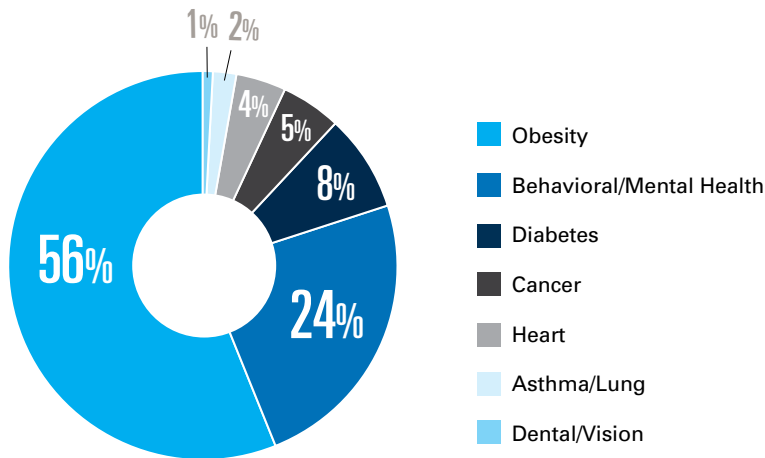
Through these two innovative programs, the BCBS Institute is supporting communities in need—and plans to address even more social determinants of health in the future. For additional information regarding the BCBS Institute, please visit www.bcbs.com/Institute.

Enabling Healthier Living: Disease Prevention & Management

Supporting initiatives that encourage healthy habits is at the heart of how BCBS companies and their foundations focus investments and partnerships at the community level. With more than 4,000 health events held in 2018, BCBS is proud to have been able to **offer nearly two million health screenings plus hundreds of educational forums** across the country.



BCBS PROGRAMS ENABLING HEALTHIER LIVING



IMPACT

To help **educate members** and **prevent the spread of disease**, in 2018 BCBS companies held:



MORE THAN

4,000

**HEALTH-RELATED
EVENTS**

OFFERING
NEARLY

2M

SCREENINGS

& 100s

**OF EDUCATIONAL
FORUMS**

Blue Cross and Blue Shield Companies Enact Landmark Decision to Advance Better Treatment Options for Opioid Use Disorder

As the healthcare partner to one-in-three Americans, BCBS companies are committed to fighting the opioid epidemic in America. By ensuring access to high-quality, evidence-based care for treating opioid use disorder (OUD) and promoting safe recovery, BCBS companies can aid the thousands of members who are suffering from this widespread condition.

To proactively support our community members in need, BCBS companies have taken collective action to launch the **Blue Distinction® Centers for Substance Use Treatment and Recovery**, recognizing providers across the full continuum of care. These centers deliver and facilitate treatment for substance use disorder, including opioid use disorder. BCBS companies will also establish a national substance use disorder hotline to connect members and non-members with the critical treatment available in local care centers. The hotline is expected to be operational in 2020.



OPENING DOORS TO BETTER HEALTHCARE

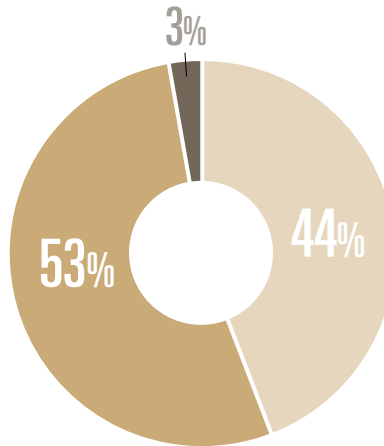
Improving Healthcare Quality and Affordability

Navigating the healthcare system can be daunting or confusing and can create unintentional barriers to improving overall health and wellness. By supporting programs that remove those barriers while funding research and educational resources, Americans can count on BCBS companies as trusted partners in their healthcare journey.



BCBS PROGRAMS IMPROVING HEALTHCARE QUALITY AND AFFORDABILITY

- Patient Education
- Healthcare Delivery
- Medical Research



The following initiatives highlight additional investments BCBS companies make toward improving healthcare quality and affordability for everyone:

Blue Cross Blue Shield Axis®

Blue Cross Blue Shield (BCBS) Axis provides national data capabilities that BCBS companies and their partners use to improve delivery of care and health outcomes for patients, examine and address trends in population health, and power better informed decision-making for individuals, employers and healthcare practitioners.

Blue Distinction®

Blue Distinction is a national centers of excellence program that recognizes doctors, hospitals and ambulatory surgical centers that offer more patient-focused, effective and affordable healthcare.

Blue Health Intelligence®

Blue Health Intelligence (BHI®) provides advanced healthcare analytics and enterprise solutions to deliver data-driven insights on healthcare trends and best practices, promoting healthier lives and improved quality of care. BHI leverages a team of analytics experts and advanced technology to deliver consultative analytics for national accounts and value-added national programs for the Blue Cross Blue Shield Association, offering outstanding support for Blue Cross Blue Shield companies.*

*BHI is an independent licensee of the Blue Cross Blue Shield Association. BHI is a trade name of Health Intelligence Company, LLC.



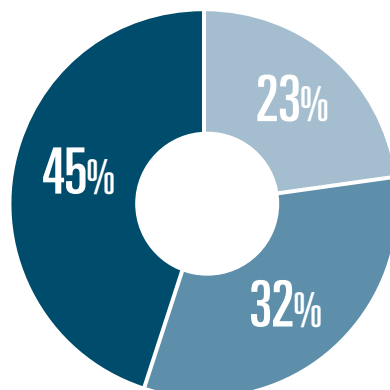
Improving Healthcare Access

According to the National Center for Health Statistics, in September 2018 29.7 million Americans of all ages (9.2 percent) were uninsured. To help bridge the gaps of the uninsured and underinsured, BCBS companies and their foundations continue to support community organizations that arrange health check-ups, immunizations and overall care.



BCBS PROGRAMS IMPROVING HEALTHCARE ACCESS

- Safety net Clinics
- Mobile Clinics
- Physician Retention/ Recruitment/Financial Aid





Blue Cross and Blue Shield companies support programs that address social determinants of health—the social, economic and environmental elements of our communities that can greatly influence our health—including income, education level, access to reliable transportation, nutritious food and places for physical activity.





**ADDRESSING
SOCIAL
DETERMINANTS
OF HEALTH**



BLUE CROSS AND BLUE SHIELD OF ALABAMA

Downtown Huntsville BlueBikes

www.bcbsal.org



Bicycling for 30 minutes a day can reduce the risk for heart disease by 82 percent and lower the risk for diabetes by up to 58 percent. To encourage citizens in one Alabama city to get much needed exercise in a fun way, **Blue Cross and Blue Shield of Alabama** has served as the presenting sponsor of the Downtown Huntsville BlueBikes program since 2017. BlueBikes is a low-cost bike sharing program that allows the user to rent and unlock a bike with a free app on their smartphone. For a low price of \$1 per half hour of use, the user can bike across the city for as long as they like without spending a lot of money.

The BlueBikes bike sharing program includes 16 stations and 100 bikes throughout the city. Whether a user is a first-time visitor or a long-time resident, they can easily locate a station, rent a bike and enjoy the city while getting a good workout. To make cycling fun and easy, each bike is equipped with hand brakes, changeable gears and adjustable seats.

BlueBikes is the perfect opportunity to improve the health and wellness of Alabamians, as it encourages healthy lifestyles for both visitors and residents of the city.

PROGRAM IMPACT

HUNTSVILLE BLUEBIKES:

100
BIKES



16
DOCKING
STATIONS

37
MINUTE
AVERAGE TRIP

IN A SIX-MONTH PERIOD:

2,774
ACTIVE
MEMBERS

3,866
TRIPS



BlueCross BlueShield
of Alabama



ARKANSAS BLUE CROSS AND BLUE SHIELD



Fearless Food Fight

www.arkansasbluecross.com

In 2018, more than 4,000 volunteers throughout Arkansas joined **Arkansas Blue Cross and Blue Shield** employees in a Fearless Food Fight with a goal of packing 700,000 meals to feed people in need. Together, these volunteers far exceeded the original goal by packing 1.1 million meals donated to food pantries throughout the state.

The reasons to address this social determinant of health are clear:

- **One in five Arkansans struggle with hunger.** Children, senior adults and rural residents struggle the most.
- Arkansas **ranks first nationally** in the category “very low food security/deep hunger,” **at 8.1 percent.**
- Arkansas ranks second nationally in the number of people facing food insecurity. According to a recent report, **19.7 percent of Arkansans do not know where their next meal is coming from.**
- Arkansas is ranked **sixth nationally** in senior hunger.



The Fearless Food Fight brings together communities to participate in high-energy, rewarding “feed the funnel” meal-packing events. Over 10 months, various groups across the state gathered together to fight hunger—in business conference rooms, on tennis courts, on convocation center floors, on the concourse of Bud Walton Arena, in fellowship halls of faith-based organizations and at Future Farmers of America camps.

PROGRAM IMPACT



PACKED
1.1M
MEALS

**BROUGHT
TOGETHER**
4,000
**COMMUNITY
VOLUNTEERS**
STATEWIDE

HELD
29
**MEAL-PACKING
EVENTS**

SERVED
115
FOOD BANKS
IN 34 COUNTIES





REGENCE BLUESHIELD OF IDAHO

Idaho Foodbank Mobile Pantry Program

www.regence.com



Regence BlueShield of Idaho (Regence BSID) was born out of a spirit of neighbor helping neighbor. This spirit continues to guide the company today in various opportunities to positively support communities throughout Idaho.

In 2018, Regence BSID identified several key focus areas to guide its strategic investments. From addressing homelessness and other social determinants of health, to supporting addiction prevention and education, the game-changing partnerships Regence BSID cultivate with organizations across the state helped to enhance the quality of life in local communities.

Regence BSID's partnership with the Idaho Foodbank helped to expand the Mobile Pantry program as an integral part of The Idaho Foodbank's hunger-to-health initiative.

Throughout Idaho, there are many rural communities that may not have a brick-and-mortar pantry for emergency food distribution. The Mobile Pantry enables The Idaho Foodbank to transport large quantities of emergency food to hard-to-reach and underserved communities throughout the state. Community volunteers unloaded supply trucks and later distributed nutritious and wholesome food to those in need in an effort to relieve hunger and help rural communities stay healthy.

PROGRAM IMPACT

530

MOBILE DISTRIBUTION EVENTS

11,140+

PEOPLE SERVED ACROSS 56 COMMUNITIES

3,320,840+

POUNDS OF FOOD DISTRIBUTED





WELLMARK BLUE CROSS AND BLUE SHIELD



Healthy HometownSM Powered by Wellmark

www.wellmark.com/about/community/community-health-improvement

Healthy HometownSM Powered by **Wellmark Blue Cross and Blue Shield** (Wellmark BCBS) was created in 2017 to help communities in Iowa and South Dakota be an even better place to live, work and play. This initiative is designed to improve overall well-being by using proven strategies and techniques to make the healthy choice the easy choice. So, what does that mean? It means making healthy food readily and easily available. It means making it easier to walk or bike to the places residents usually visit. It means creating a sense of community and belonging.

Healthy choices need to be made easier—and that starts with creating an environment that encourages and promotes a healthy lifestyle. Policy and built environment changes—whether changing vending options, creating a complete streets policy or implementing a nicotine-free initiative—have a big impact on achieving sustainable changes in the community. Those changes lead to healthier eating, greater physical activity and increased social connectivity and make the community an attractive place to live, work and play.



Healthy HometownSM Powered by Wellmark BCBS enables community health experts to consult with community leaders, at no cost, to identify ways to make positive and lasting changes that enhance the well-being within their communities. By working together to change the built environment, the community has the power to change habits long-term.

PROGRAM IMPACT

SINCE 2017, HEALTHY HOMETOWN HAS:

ENGAGED

51

COMMUNITIES
ACROSS IOWA &
SOUTH DAKOTA

FOCUSED WORK IN THREE MAIN AREAS:

EAT WELL

- COMMUNITY GARDENS
- FARMERS MARKETS
- EDIBLE ORCHARDS
- HEALTHY VENDING OPTIONS
- ESTABLISH OR ENHANCE A **FRUIT & VEGETABLE COLLECTION PROGRAM**

MOVE MORE

- COMPLETE STREETS POLICIES
- BUILD **BIKE LANES**
- ESTABLISH **WALKING SCHOOL BUSES**

FEEL BETTER

- PASS **NICOTINE-FREE** POLICIES
- ESTABLISH **WELLNESS COMMITTEES**
- **CREATE SPACES** FOR SOCIAL INTERACTION





HEALTH CARE SERVICE CORPORATION

Making Communities Healthier by Tackling Food Insecurity

www.hcsc.com

Health Care Service Corporation (HCSC) is tackling food insecurity in a new way by teaming up with Feeding America®, the country’s largest domestic hunger-relief organization. Over the next two years, HCSC will donate \$1.2 million to Feeding America member food banks in areas where its Blue Cross and Blue Shield companies operate (Illinois, Montana, New Mexico, Oklahoma and Texas). HCSC aims to help families and individuals get the food they need to be healthy while helping address chronic health issues often related to food insecurity. This initiative is one of the ways HCSC is working to make health care more affordable.

For nearly 10 years, HCSC supported local food banks through its Healthy Kids, Healthy Families® initiative to promote healthy, active and safe communities. In 2018, HCSC distributed more than 2.5 million pounds of food to those in need.

HCSC’s new collaboration with Feeding America will refocus these efforts on proven strategies that increase access to and consumption of nutritious foods.



Based on community needs, 26 food banks and pantries will adopt one or more of these strategies, including behavioral economic principles making the healthy choice the easy choice, and sharing nutrition guidelines that help food pantries recognize healthy foods and drinks.

PROGRAM IMPACT



LOCAL FOOD BANK STATS:

81%

USE FUNDS TO FOCUS ON **FRESH PRODUCE, DAIRY AND PROTEIN**

19%

HAVE SIGNS TO **ENCOURAGE HEALTHY FOOD SELECTION**

23%

IMPLEMENT **COMMUNITY HEALTH & NUTRITION PROGRAMS**



BlueCross. BlueShield.

Illinois · Montana · New Mexico
Oklahoma · Texas



BLUE CROSS AND BLUE SHIELD OF KANSAS

Blue Health Initiatives - Bike Share ICT

www.bcbsks.com



In 2017, **Blue Cross and Blue Shield of Kansas (BCBSKS)** worked closely with the City of Wichita and community partners to implement the city’s first bike share program, Bike Share ICT.* Wichita is the largest city in Kansas, with a population of nearly 400,000 people. The downtown area is undergoing a revitalization and is now a more attractive place for young professionals to call home. However, if a resident does not own or have access to a car, transportation to grocery stores and other services can be a challenge. Bike Share ICT is helping to solve this problem by providing residents with access to much needed transportation to help reach health food options and improve lifestyle choices.



The Medical Society of Sedgwick County, a partner of the Health and Wellness Coalition of Wichita, approached BCBSKS to discuss launching a bike share program. This proposal aligned with the mission of BCBSKS’ Blue Health Initiatives program, launched in 2016, to invest in communities to create sustainable, healthy places where Kansans live, work and play in ways that improve the quality of their lives.

Using ridership data, BCBSKS worked closely with the City of Wichita and the Health and Wellness Coalition of Wichita to identify high-demand and high-need locations. During Bike Month in May 2018, BCBSKS expanded its commitment to invest in 200 new bikes for the bike share program. There are currently a total of 205 bikes across 40 locations in Wichita.

PROGRAM IMPACT

2018 OVERALL STATS:

10,360+
TOTAL MEMBERS

23,215+
BICYCLING TRIPS

59% YoY
INCREASE IN MEMBERSHIPS

39% YoY
INCREASE IN BICYCLING TRIPS

2018 NEW RIDER STATS:

6,235
NEW MEMBERS

15,200+
BICYCLING TRIPS

9,155
HOURS ON NEW BIKES



*ICT is a nickname for Wichita that comes from the Eisenhower National Airport’s designation code, as well as the city’s strong ties with the aviation industry.



BLUE CROSS AND BLUE SHIELD OF LOUISIANA FOUNDATION

The Beacon Project

www.bcbslafoundation.org



Since 2012, the **Blue Cross and Blue Shield of Louisiana Foundation** has invested more than \$20 million in grants to improve Louisianan’s health. Grant funds empower community coalitions to address pressing health needs, including social determinants of health.

One grant to the Beacon Project aims to successfully help connect patients who are discharged from hospital care with holistic and integrated community care services. The Beacon Project focuses on patients with complex medical and social service needs in South Louisiana.

For the Beacon Project, referrals are accepted for patients with any medical condition that resulted in either an emergency department visit or an inpatient hospital stay. Patients in need of food, housing, job placement or other stabilizing interventions are matched with a network of more than 2,000 organizations that support healing and healthy living.

In its first year, the Beacon Project connected more than 850 patients with 4,000 support services resulting in fewer emergency room visits and healthier overall lives.

PROGRAM IMPACT

IN THE BEACON PROJECT’S FIRST YEAR:

850
PATIENTS

CONNECTED WITH
→

4,000
SUPPORT SERVICES

93% OF HIGH RISK PATIENTS
DID NOT RETURN TO THE EMERGENCY ROOM

SAVED APPROX.
\$30,755
PER PATIENT IN MEDICAL COSTS





BLUE CROSS BLUE SHIELD OF MASSACHUSETTS / BLUE CROSS BLUE SHIELD OF MASSACHUSETTS FOUNDATION

Dot Rx/Going Beyond Health Care

www.bluecrossma.com

Social, environmental and behavioral factors account for 60 percent of health outcomes, yet, Americans continue to spend more on medical care than social services. In 2018, **Blue Cross Blue Shield of Massachusetts and the Blue Cross Blue Shield of Massachusetts Foundation** (BCBSMA Foundation) worked together on several initiatives to improve health outcomes in underserved populations throughout Massachusetts.

Dot Rx

Dot Rx aligns the resources and expertise of a health plan, a health center and five non-profit partners to design and test an innovative approach that can impact the health of underserved communities. Dot Rx engages families of Boston’s Dorchester neighborhood in low-cost or free programming led by Community Coaches that encourage people to become more physically active, adopt healthier eating habits and spend time enjoying the outdoors.

Going Beyond Health Care

The BCBSMA Foundation launched a new grant program, Going Beyond Health Care, to support the development of interdisciplinary teams of social service and healthcare organizations to address the non-clinical and clinical needs of their clients. The Going Beyond Health Care program creates a structure to design solutions for the challenges faced by low-income and vulnerable populations attempting to navigate the fragmented human services and healthcare systems.



PROGRAM IMPACT



SINCE OCTOBER 2017, DOT RX:

REFERRED
300+
PATIENTS



ENGAGED
104
FAMILIES

14 **COACHES**
RECRUITED



905 **HOURS**
COACHED

97 **GYM**
MEMBERSHIPS
ACTIVATED



48 **DOT Rx**
CLASSES &
ACTIVITIES



MASSACHUSETTS



FOUNDATION
MASSACHUSETTS



BLUE CROSS AND BLUE SHIELD OF KANSAS CITY



Well Stocked

www.bluekc.com



Supporting the community and the health of Kansas Citians is a top priority for **Blue Cross and Blue Shield of Kansas City (BCBSKC)**. Since today's need for food access is greater than ever, BCBSKC is increasing its efforts to improve the health and wellness of Kansas Citians.

In July 2018, BCBSKC launched its newest community impact initiative called Well Stocked—a program that focuses on increasing access to nutritious food in underserved areas in and around Kansas City.

The Well Stocked initiative thrives on strong partnership programs with local organizations in Kansas City that support finding ways to make sure all Kansas Citians know where their next meal is coming from. In 2019, the initiative will celebrate several major milestones, including providing more than 1 million meals through a partnership with Harvesters –The Community Food Network. Well Stocked represents a long-term commitment to create access to nutritious food for everyone in the Kansas City community. Food access programming continues in the year ahead—and in the years to come.

Currently, more than 350,000 people in Kansas City do not know where their next meal will come from, including more than 100,000 children. This group of people miss an estimated 60.3 million meals annually. Food insecurity leads to poor health, lower productivity and higher medical costs. For children, unstable eating habits can lead to more frequent illness and delayed cognitive ability.

PROGRAM IMPACT

SUPPLIED

1M
MEALS

PILOTED

12 SCHOOL PANTRY PROGRAMS

PROVIDED

200 TURKEYS FOR HOLIDAY MEALS

ENABLED

200 COLLEGE STUDENTS ACCESS TO A DAILY FOOD ALLOWANCE

PROVIDED

200 FAMILIES WITH BASIC KITCHEN UTENSILS





EXCELLUS BLUECROSS BLUESHIELD

Community Connections

www.excellusbcbs.com

Excellus BlueCross BlueShield's Community Connections initiative employs a variety of unique tactics to locate hard-to-reach and medically fragile Medicaid members and connect them back to the health plan. If a care manager is unable to reach a Medicaid member, for example, Community Connections employees will look for members wherever they may be located. This initiative services eight counties of upstate New York: Monroe, Wayne, Ontario, Broome, Livingston, Oneida, Erie and Otsego counties.

Community Connections employees discovered that a personal visit may make a bigger impact than an official letter or phone call. During this visit, employees may encourage Medicaid members to both take advantage of community resources and talk to a care manager to enroll in a health improvement or case management program.

Community Connections employees:

- **Connect** the member to a care manager.
- **Discuss** gaps in care they may be experiencing.
- Help members **schedule doctor appointments**.
- Help members **locate a provider**, if necessary.
- **Connect members with transportation** to doctor appointments, if needed.

If an employee locates the member, he/she will immediately connect them to a care manager and additional community resources. With the goal to help close gaps in care, a care manager will help the member navigate their overall health, including chronic and behavioral health conditions.



The Community Connections initiative has also hosted “baby showers” for hundreds of Medicaid members who are new or expectant mothers. These mothers learn about a variety of care topics, including what to expect during each trimester and seatbelt safety. Each person can play games to win prizes, such as diaper bags, and receives a goodie bag to take home. A nurse or social worker usually works with each mother as part of a larger maternal/child case management program.

PROGRAM IMPACT



NEARLY

600

MEDICAID MEMBERS

—HALF OF ALL REFERRALS— SUCCESSFULLY
CONNECTED BACK TO THE HEALTH PLAN
IN THE 4TH QUARTER OF 2018.





REGENCE BLUECROSS BLUESHIELD OF OREGON AND UTAH/ REGENCE BLUESHIELD

www.regence.com

Farmers Market Fund

In 2018, **Regence BlueCross BlueShield** (BCBS) and New Seasons Market announced a joint contribution to the Farmers Market Fund to boost the Supplemental Nutrition Assistance Program (SNAP) benefits at farmers markets across Oregon. The grant supports the Double Up Food Bucks (DUFb) program, which gives Oregon SNAP recipients a dollar-for-dollar cash match up to \$10 per day to purchase nutritious, locally grown fruits and vegetables at participating farmers markets.

PROGRAM IMPACT

- **91% OF PARTICIPANTS** used DUFb's to increase the amount of fruits & vegetables they consume
- **87% OF PARTICIPANTS** visited farmers markets more frequently
- **2,000+ SNAP** transactions processed
- **71% OF FARMERS** reported earning more money because of the SNAP matching program

Volunteers of America, Utah and the Center for Women and Children

In 2018, **Regence BCBS** invested in Volunteers of America to help reopen the Center for Women and Children (CWC) welcoming women from across Utah and southern Idaho.



The CWC offers care to women who are homeless or at-risk, and at or below the poverty level. At the CWC, women can manage their withdrawal in a safe shelter environment, a proven attribute to sustained recovery, while remaining close to their children ages 10 and younger.

PROGRAM IMPACT

- **225+ WOMEN & 10+ CHILDREN SERVED**
- Plans in progress to build an apartment complex to **provide women with transitional housing** and extend case management services

Habitat for Humanity



For many years, **Regence BlueShield** (Regence BS) partnered with Habitat for Humanity across Washington state to help create affordable home ownership for low-income families. Habitat is founded on the conviction that every man, woman and child should have a simple, durable place to live in dignity and safety. Habitat's goal is to bring people together as volunteers, homeowners, financial and material donors and community members to create strength, stability and self-reliance through shelter.

PROGRAM IMPACT

- In 2018, **475 Regence BS employees** volunteered **500 hours to 20 projects**





HIGHMARK BLUE CROSS BLUE SHIELD

Thrive¹⁸

Thrive 18

www.highmarkbcbs.com



Through a 2017 national BUILD Health Challenge grant, community partners including Project Destiny, the Allegheny County Health Department, **Highmark Health**, Allegheny Health Network, the Buhl Foundation, Gateway Health and Allegheny County Department of Human Services, developed Thrive 18—a partnership focused on highly vulnerable, low income and often chronically ill populations on Pittsburgh’s Northside. With the first neighborhood launched in 2018, Thrive 18’s purpose is to improve resident health by addressing the social determinants of community well-being.

Thrive 18 provides trusted community-based connections among residents, community health and social service providers through door-to-door outreach and enhanced data collection for tracking improvement in lifestyle and health outcomes. While most population health initiatives around the social determinants of health (SDOH) focus on one specific social determinant area, Thrive 18 focuses on community-identified needs, allowing residents to voice their opinions on how to direct support for the local community.

Initial households were targeted by overlaying existing system-level data with outcomes from the One Northside Community Census. Trained and hired residents connect with households to gather information across 18 social determinants of health to determine critical needs and ongoing support.

Warm hand-offs by healthcare providers to a trusted community-based partner that provides direct connections between residents and service providers is proving successful in addressing SDOH needs.

Continually informed by resident input and health outcomes data, Thrive 18 will focus on critical issues such as housing, food security and utilities.

PROGRAM IMPACT

SINCE ITS LAUNCH IN 2018:

400+ **FAMILIES** INTRODUCED TO **THRIVE 18**

50+ **COMMUNITY ORGANIZATIONS** PARTICIPATE IN THE **RESOURCE PROVIDER NETWORK**

250+ **FAMILIES** IDENTIFIED, SURVEYED FOR CRITICAL NEEDS & **CONNECTED** WITH RESOURCE PROVIDER NETWORK

60+ **FAMILIES** ENROLLED IN ONGOING SUPPORT FROM **THRIVE 18**

Connections among residents, hospital systems, physician practices and health plans **help support residents** with frequent emergency department use.





BLUECROSS BLUESHIELD OF TENNESSEE HEALTH FOUNDATION AND COMMUNITY TRUST



Power of We Scholarship

www.bettertennessee.com



With the support of industry leadership, encouraging greater diversity and inclusion in the healthcare workforce helps to incorporate understanding and empathy into the core of care. Seeing diversity among healthcare workers offers patients the reassurance that their concerns will be addressed, and also enables the facility's staff exposure to differing points of view from fellow peers.

Since 2013, **BlueCross BlueShield of Tennessee**, in collaboration with the National Association of Health Services Executives Memphis Chapter, helped 18 promising students continue their studies in nursing, medical technology, pharmacy and other health programs. The Power of We Scholarship promotes inclusion in healthcare and closes gaps in care among minorities in Tennessee.

The **BlueCross BlueShield of Tennessee Health Foundation and Community Trust** invested \$165,000 in Power of We Scholarships, awarding three grants each year to minority Tennessee college students. In 2013, the program awarded three \$5,000 grants. In 2016, the grant amount increased to \$10,000 per recipient. Students testify that receiving the scholarship was a key motivator to graduate from college and even pursue an additional educational degree.

PROGRAM IMPACT



SINCE 2012:

\$165,000 IN GRANT SCHOLARSHIPS

18

POWER OF WE SCHOLARSHIPS AWARDED

3

SCHOLARSHIPS AWARDED PER YEAR TO MINORITY TENNESSEE COLLEGE STUDENTS





Blue Cross and Blue Shield companies are committed to improving the health and wellness of the communities we call our own by providing a variety of resources to organizations, schools, families and individuals to help create a healthier living environment for all. Blue Cross and Blue Shield companies also create local initiatives that are helping individuals and families adopt and maintain healthy habits.



ENABLING HEALTHIER LIVING



BLUE CROSS BLUE SHIELD OF ARIZONA



Mobilize AZ

www.mobilizeaz.com

Blue Cross Blue Shield of Arizona’s Mobilize AZ is a trio of public health initiatives, launched in August 2018 with a \$10 million, multifaceted program to fight the opioid epidemic. In 2019, Blue Cross Blue Shield of Arizona (BCBSAZ) expanded its focus and increased its investment to also include mental health conditions and diabetes, which are other critical health issues. Mobilize AZ is:

- Turning the tide against the **misuse of and addiction to opioids** and other substances by expanding awareness and treatment resources.
- Addressing the impact that mental illness and distress has on Arizonans by **connecting people to care and resources that promote positive mental health** and save lives.
- Bringing together pre-screening, virtual and on-demand resources and self-management education to **decrease the impact diabetes has on Arizonans**.



Mobilize AZ is increasing access with the Mobile MAT Clinic (medication-assisted treatment). Created in partnership with Crisis Response Network, the mobile clinic will visit all 15 counties in Arizona, providing assessments, information and connections to care.

PROGRAM IMPACT

Building capacity is one way **Mobilize AZ** is making an impact.

INCREASED BY

610 NUMBER OF PROVIDERS CERTIFIED TO OFFER **MEDICATION-ASSISTED TREATMENT (MAT)**

OPENED

18,300 NEW TREATMENT SPOTS FOR ARIZONANS STRUGGLING WITH OPIOID DEPENDENCE

Mobilize AZ is both a changemaker and catalyst for action to improve and inspire health in Arizona. Through Mobilize AZ, BCBSAZ is cultivating cross-sector, community partnerships to build capacity and increase access to care. Investing in the community is also paramount. The Mobilize AZ grant program is earmarking millions of dollars over several years to strengthen statewide activities and resources for prevention, treatment, resiliency and recovery.

BCBSAZ is addressing the social determinants of health – the conditions within which people are born, live, learn, work and play – so that Mobilize AZ makes the greatest impact, not just for our members but for all Arizonans.





BLUE SHIELD OF CALIFORNIA

Make Time for Health

www.blueshieldca.com

Blue Shield of California (BSCA) is moving its headquarters from San Francisco to Oakland in the fall of 2019—and they aren’t waiting for their new office to open before putting down roots in the community.

In collaboration with the American Heart Association of the Bay Area, BSCA launched a signature program, **Make Time for Health**, to help Oakland elementary school students develop heart-healthy habits for life. BSCA selected this program because 2016 Physical Fitness Test Body Composition scores revealed that 43 percent of Oakland Unified School District 5th graders were overweight or obese and may be prone to future health risks.

This three-year initiative encourages elementary students to improve their heart health by focusing on four pillars: a smoke-free lifestyle, increased physical activity, balanced nutrition and mental wellness. The **Make Time for Health** program will reach more than 2,000 students annually across select schools in the Oakland Unified School District. The program includes four classroom sessions per school, culminating in a year-end festival to reinforce the curriculum.

“As we plan for our headquarters move to Oakland, we’re partnering with the American Heart Association, Oakland students and health leaders in the community to support children and teens in making healthy choices



that will last a lifetime,” said Paul Markovich, president and CEO of Blue Shield of California. “As a non-profit, mission-driven health plan, we are committed to ensuring everyone has access to high-quality, affordable health care. This also means supporting the communities where we work and live.”

PROGRAM IMPACT

ANNUALLY SERVES:

2,000+
STUDENTS

4 CLASSROOM
EDUCATIONAL
SESSIONS PER SCHOOL






FLORIDA BLUE FOUNDATION

Special Initiatives – Opioid & Substance Abuse

www.floridablue.com/foundation/overview

According to latest available data, northeast Florida has the highest rate of prescription opioid-related deaths in the state. In 2015, the Jacksonville Fire and Rescue Department (JFRD) reported 201 drug overdose deaths, and by 2017, there were 519 drug overdose deaths—a 258 percent increase in two years. To address these escalating statistics, the **Florida Blue  Foundation** partnered with Gateway Community Services in Duval County, FL, to offer professional recovery support.



Alex Porter, recovery peer specialist and Rico Bodin, MS, Registered Mental Health Counselor Intern and Recovery Connection Program Manager, both with Gateway Community Services

When an overdose survivor arrives at a participating hospital emergency department, lifesaving stabilization is the priority. Through the Gateway Peer Specialist Emergency Connection, survivors, once stabilized, are met by a peer specialist who works alongside a team of physicians and nurses to further assist in the

survivors' treatment of withdrawal. Survivors who elect to participate in this program are provided transportation directly to a detox unit along with their peer specialist, and later transferred into specific residential and/or



outpatient treatment services in the Jacksonville area. The peer specialist stays connected to the survivor, providing supportive services along the way to recovery. For survivors who elect not to participate in immediate treatment, peer specialists continue their outreach efforts to ensure the survivor is able to enter into treatment when he or she is ready.

PROGRAM IMPACT



DRUG OVERDOSE DEATHS

FROM **519** IN 2017 TO **256** IN 2018

SERVED **326+** OVERDOSE SURVIVORS

8 NEWLY TRAINED RECOVERY PEER SPECIALISTS

Florida Blue 
Foundation



BLUE CROSS OF IDAHO FOUNDATION FOR HEALTH

Healthy Minds Partnership

www.bcidahofoundation.org

The **Blue Cross of Idaho Foundation for Health** launched a Youth Behavioral Health initiative in 2018 to support students while at school by building innovative partnerships to address trauma and better support overall well-being.

As awareness of youth behavioral health increases, schools are taking a leadership role to identify critical resources for their students. Recognizing this opportunity, the Foundation supported Nampa School District to build and implement a school-provider partnership where private behavioral health providers set up satellite offices in schools to provide needed behavioral health access and services to students and their families.

The school-provider partnership launched in two schools in 2018. Preliminary data illustrating the success of this partnership model incentivized Nampa School District to expand the program into six additional schools.

This partnership model is unique because it does not incur a cost to the school or school district. Private behavioral



health providers are reimbursed for the services they provide students in the school setting.

As a result of this initiative, participating private providers have seen a decrease in no-show or canceled appointments. Participating schools have experienced fewer behavioral disruptions, improved attendance and better academic performance.

PROGRAM IMPACT



WEST MIDDLE SCHOOL PARTICIPATING STUDENTS*

57% REDUCTION IN ABSENCES

13.9% IMPROVEMENT IN DEPRESSION SCREENINGS

NAMPA HIGH SCHOOL PARTICIPATING STUDENTS*

14.1% INCREASE IN GPA

5.1% REDUCTION IN ABSENCES

4.1% IMPROVEMENT IN DEPRESSION SCREENINGS

*For all school measures (with the exception of high school attendance), Semester 2 2016-17 and Semester 2 2017-18 were compared. The initial intake PHQ-9 and the last evaluation PHQ-9 were reported for clinical scores.



ANTHEM FOUNDATION

Triple Play Program at Boys & Girls Clubs of America

www.anthemcorporateresponsibility.com/anthem-foundation



Since 2010, Boys & Girls Clubs of America and Anthem Foundation have teamed up to deliver health promotion and programming that advocates the importance of physical activity and proper nutrition, and helps youth build the skills needed to overcome environmental factors that can negatively impact health and wellness.

Anthem Foundation, together with **Anthem Blue Cross and Blue Shield Foundation**, **Blue Cross Blue Shield of Georgia Foundation** and **Empire Blue Cross Blue Shield Foundation** provides support for the Boys & Girls Club’s proven health and wellness program Triple Play: A Game Plan for the Mind, Body and Soul. Triple Play delivers on the belief that whole child health fosters young people’s ability to gain diverse knowledge and skills that help them overcome barriers to wellness and positively impact their future health.



Triple Play provides health promotion, which encompasses health education, health literacy and a range of social and environmental interventions designed to benefit and protect health and quality of life.

Anthem Foundation utilizes the Blue Cross Blue Shield Institute’s CHM Hub® to gather health data at the county and ZIP code level. Understanding where health issues are the most prevalent relative to social determinants of health helps guide the delivery and evaluation of community investments. For example, the CHM Hub identifies the ZIP codes in which childhood obesity is most prevalent, enabling Anthem Foundation the ability to identify target areas for the Boys & Girls Clubs.

PROGRAM IMPACT



PARTICIPANTS IN TRIPLE PLAY:

66%
REPORT EATING
**2+ SERVINGS OF
FRUIT PER DAY**

79%
REPORT TO
**NEVER HAVE
DRUNK ALCOHOL**

35%
ENGAGED IN
**VIGOROUS
PHYSICAL ACTIVITY**

83%
REPORT TO
**NEVER HAVE
USED MARIJUANA**



CAREFIRST BLUECROSS BLUESHIELD

Substance Use Disorder Initiative

www.carefirst.com

In the U.S., more than 115 people die each day from an opioid overdose, according to the National Institute on Drug Abuse’s March 2018 report.

CareFirst BlueCross BlueShield (CareFirst BCBS) is joining the fight to turn this tide with nearly \$2.1 million in investments across 11 community health organizations working to combat substance use disorders, including opioid use disorder, in Maryland, Northern Virginia and Washington, D.C.

These grants will help each organization bolster their substance use disorder treatment and prevention programs and expand their patients’ access to those important programs. CareFirst BCBS’s support to the 11 non-profit health organizations is expected to impact more than 115,000 patients suffering from a substance use disorder.

To ensure positive outcomes, these organizations are required to provide quarterly progress reports and clearly



defined data that can be monitored, compared and compiled. Outcome measures over the lifetime of these grants include, but are not limited to, adherence statistics, decreased substance usage, rates of overdose, rates of heavy or binge drinking, rates of underage substance use and rates of substance use-related mortality.

PROGRAM IMPACT



- **Expand** outpatient services
- **Add primary care staff** and peer coaches

- **Expand integrated treatment methods** for patients with multiple substance use disorders
- **Train** emergency department personnel

- **Increase** supply of Narcan* kits
- **Improve telemedicine capabilities** for substance use disorder

*NARCAN is the registered trademark of ADAPT Pharma Operations Limited, used for identification purposes only, and use of this trademark does not imply endorsement or affiliation with the Blue Cross Blue Shield Association.





BLUE CROSS BLUE SHIELD OF MICHIGAN

Salad Bars to Schools

www.bcbsm.com



Fresh fruit and vegetable lunch options are readily available in more schools across Michigan, thanks to a partnership between **Blue Cross Blue Shield of Michigan** (BCBSM) and United Fresh Start Foundation. In 2018, BCBSM supported 20 salad bars in schools benefiting more than 6,000 students. The salad bars offer healthier school meal alternatives, allowing students to choose fruits and vegetables, and introducing them to making and keeping healthier habits. The salad bars are part of the Salad Bars to Schools initiative to increase fresh fruit and vegetable consumption in school lunchrooms.

Research and experience in schools across the country demonstrate that children significantly increase their fruit and vegetable consumption when given a variety of choices in a school salad bar. In fact, research conducted

by Pew Charitable Trusts found that school salad bars are the most effective school-based intervention or strategy to increase students' fruit and vegetable consumption.

Salad bars are more than just fancy pieces of equipment. They're conversation starters that can spark a dialogue about healthier habits at school and at home. They also help schools comply with the National School Lunch Program's nutrition standards, which require offering a colorful variety of vegetable options each week.

PROGRAM IMPACT



REACHING
6,000+
STUDENTS

20 SALAD BARS
IN 19 SCHOOLS
IN 2018





BLUE CROSS & BLUE SHIELD OF MISSISSIPPI FOUNDATION

Healthy Heroes Program

www.healthiermississippi.org



The **Blue Cross & Blue Shield of Mississippi Foundation** Healthy Heroes Program, created in partnership with the City of Laurel, launched in 2013 when the city began working to improve the health and quality of life among members of the police force, as well as educate students in grades K-5 about the importance of healthy eating and exercise. As of 2018, the Foundation expanded the program to include 22 additional cities in support of community health and wellness.

Uniformed police officers and firefighters receive training by the Mississippi Department of Education's Office of Healthy Schools and health and wellness experts at Blue Cross & Blue Shield of Mississippi on how to teach healthy eating and exercise lessons to students in grades K-5. With educational materials provided by the Foundation, police officers and firefighters visit their local K-5 schools teaching students the value of making healthy food choices and leading them in fun physical activities and a community walk at each school for students, faculty, staff and neighborhood residents.



For their willingness to participate in the Healthy Heroes Program, the Foundation provides each municipality with a grant to enhance public health and wellness and promote community healthy eating and exercise.

PROGRAM IMPACT



INCREASED HEALTH LITERACY AMONG

31,322
K-5 STUDENTS

TRAINED

70
POLICE OFFICERS & FIREFIGHTERS

\$1.5 MILLION
AWARDED TO PARTICIPATING MUNICIPALITIES



A Subsidiary of Blue Cross & Blue Shield of Mississippi.



BLUE CROSS AND BLUE SHIELD OF NEBRASKA

Blood Pressure Self-Monitoring Program

www.nebraskablue.com/community



Blue Cross and Blue Shield of Nebraska partners with the Hastings Family YMCA and its evidence-based blood pressure self-monitoring program to encourage adults who have been diagnosed with high blood pressure to spend four weeks working to reduce their numbers.

The program includes monthly seminars, weekly one-on-one visits, blood pressure checks and community partnerships to encourage improved health outcomes. Participants also receive a blood pressure cuff so they can monitor their results at home, relieving potential transportation issues.

The organization focuses on low-income and minority populations, including a neighboring Hispanic community. Hispanic adults are 72 percent likely to experience high blood pressure in their lifetime, compared to only 66 percent of Caucasian adults. More than 65 percent of the YMCA's participants were Hispanic, and Hispanic participants overall had a higher rate of success than non-Hispanic participants in lowering their blood pressure readings.

PROGRAM IMPACT



71% OF PARTICIPANTS

WHO TOOK PART IN AT LEAST 3 WEEKS OF THE 4 WEEK PROGRAM



↓ LOWERED THEIR BLOOD PRESSURE READINGS BY AN AVERAGE OF 12%*

In 2019, the YMCA plans to expand the program into **three new rural locations**

*Over a two-year timeframe.





BLUECROSS BLUESHIELD OF WESTERN NEW YORK AND BLUESHIELD OF NORTHEASTERN NEW YORK

Blue Fund

www.bcbswny.com/bluefund

Launched in 2018, **BlueCross BlueShield of Western New York and BlueShield of Northeastern New York's** (BCBSWNY and BSNENY) Blue Fund is a grant program that makes meaningful investments in Western New York and the Capital Region, totaling approximately \$3 million annually. Grants are given to organizations and initiatives that have a positive impact on the following six key health focus areas: behavioral health, cardiovascular health, diabetes, healthcare workforce development, healthy children and the opioid epidemic.

Blue Fund complements and does not replace the company's current corporate giving program of partnerships and sponsorships that reached community investments of more than \$2 million in 2017. Blue Fund's resources are part of an expanded giving strategy based on the board's recommendation, the stability of the health plan and a strong reserve position.



Blue Fund grants invest capital and program dollars to initiatives that are ready for implementation and intend to demonstrate enhanced measurable outcomes for community health metrics. Grants also enhance the visibility of awarded programs and projects by leveraging the health plan's important role and reputation in each region.

PROGRAM IMPACT

KEY HEALTH FOCUS AREAS:

HOME CARE

- **500+** recent graduate nurses trained per year for a career in home care
- **12 public schools** received health home care managers

ACCESS TO OUTDOOR SPACE

- **1.5 miles** of unused urban rail corridor transformed into a **multi-use trail and linear park**
- **150,000+** hours of active play for children

OPIOIDS

- **Five hospitals expanded access to medication-assisted treatment (MAT)** and rapid referral to patients with opioid use disorder





BLUE CROSS BLUE SHIELD OF NORTH DAKOTA CARING FOUNDATION

Colorectal Cancer Prevention and Awareness

www.bcbsnd.com/caring-foundation/about-us



Colorectal cancer is the second most diagnosed cancer in North Dakota for both men and women and can be one of the most treatable types of cancer if caught early through health screenings.

To align with the national and state Colorectal Cancer Roundtable’s “80 percent by 2018” initiative—a goal of 80 percent of adults ages 50 and older having regular screenings for colorectal cancer by 2018—the **Blue Cross Blue Shield of North Dakota (BCBSND) Caring Foundation** reinforced its support of initiatives that increase awareness for screening for colorectal cancer.

With collaboration from strategic partners, BCBSND Caring Foundation created two testimonial videos of North Dakota colorectal cancer survivors. These three-minute

videos walk viewers through Amanda and Elliott’s journey, experiences and advice, urging others to know their family history and talk to their doctor about screening options.



BCBSND Caring Foundation created two testimonial videos of colorectal cancer survivors, Elliot and Amanda.

Since the videos launched on social media in March 2018, they have reached more than 10,000 people across the country. Healthcare clinics also aired these videos through GoodHealthTV® more than 22,000 times nationwide.

As a whole, North Dakota was the third most improved state for colorectal screenings in the nation during the “80 percent by 2018” initiative.

PROGRAM IMPACT



OF THOSE WHO WATCHED THE VIDEOS:

90% FOUND THE VIDEOS USEFUL

83% SHARED THE INFORMATION



ND Caring FOUNDATION



CAPITAL BLUECROSS

Community Care Project

www.capbluecross.com

Capital BlueCross launched the Community Care Project in 2018 in one of the most underserved communities in the Harrisburg, PA region. By partnering with a community health center, a local food bank and a neighborhood church, the initiative aims to raise awareness and educate at-risk groups on the importance of prevention, early diagnosis and management of chronic diseases.

This unique collaboration helps inner city Harrisburg residents partake in important health screenings they may otherwise go without. Twice per month, those in need can visit the church to receive fresh, nutritious food. While there, they can get blood pressure and glucose screenings performed by the health center’s medical staff. The goal of this screening is to detect health issues before they became more serious. Health screenings are strictly voluntary and not tied to the food distribution.



If the medical staff detects a health issue, Capital BlueCross health coaches and dietitians are there to offer people guidance on improving their health and can also connect them with providers to help manage the condition. Throughout the project, health coaches and dietitians collect health data to help those who participate track their progress to improve overall health.

Each month, the Community Care Project highlights a different healthcare theme. For example, dental kits, including a toothbrush, toothpaste, and dental floss, were distributed during National Dental Hygiene Month.

PROGRAM IMPACT

PARTICIPANT’S INTERESTS IN THE FOLLOWING HAVE INCREASED:

IMPROVING HEALTH SCREENING NUMBERS

TAKING PRESCRIBED MEDICATIONS

Program success will ultimately be measured by **the number of participants who showed improved blood pressure and glucose results** after a determined period of time.



Capital BLUE 



INDEPENDENCE BLUE CROSS FOUNDATION

Someone You Know

www.ibxfoundation.org/someone-you-know



Opioid addiction has reached epidemic proportions across the country resulting in a 9.6 percent increase in overdose death rates nationally from 2016 to 2017. According to the Centers for Disease Control and Prevention, the commonwealth of Pennsylvania had the third highest death rate due to drug overdose in 2017—an increase of nearly 17 percent in one year.

Stigma is a barrier to people seeking care and treatment for addiction. Related studies conclude that communicating positive stories and outcomes of people with substance use disorders is an effective strategy to address social stigmas.

SomeoneYou Know is a grassroots effort of the **Independence Blue Cross Foundation** to destigmatize opioid addiction. Started in 2018 as a regional public awareness and community engagement effort in

southeastern Pennsylvania, SomeoneYou Know is breaking the stigma of opioid addiction, inspiring hope and empowering others to seek care and treatment. Someone You Know videos share stories of diverse people from the southeastern Pennsylvania region who have found a life in recovery, supported a loved one with opioid addiction or sadly, lost a loved one to opioid addiction. Each story humanizes the disease of addiction.

PROGRAM IMPACT

Started as a **regional awareness campaign** and featured at a national conference, **Someone You Know** quickly gained traction:

IN 2018:

27M+ & **50K+**
VIEWER IMPRESSIONS **VIDEO VIEWS**

IN 2019:

MOBILE EXHIBIT
TARGETING COLLEGES, SPORTING VENUES AND COMMUNITY EVENTS

Participants have been invited to **share their stories with varying audiences**, including high school students and prison inmates.

PODCAST

FEATURING PERSONAL STORIES OF BRAVERY, EMPOWERMENT AND RECOVERY

Listen and **subscribe** anywhere podcasts are found.

INDEPENDENCE BLUE CROSS FOUNDATION





TRIPLE-S SALUD

Yo controlo mi diabetes (I control my diabetes)

www.salud.grupotriples.com/en

Puerto Rico has a diabetes prevalence rate of 17.2 percent, and the most affected people are over the age of 65. Health experts estimate that there are more than 400,000 diabetic patients in Puerto Rico with thousands more people who are likely pre-diabetic. Insufficient knowledge about health conditions and lifestyle choices, including poor nutrition and lack of physical activity, are two of the major obstacles preventing pre-diabetic and diabetic people to gain control over existing and future health complications.

Triple-S Salud developed *Yo controlo mi diabetes* (I control my diabetes), an educational initiative to help its Medicare Advantage members learn about diabetes. This program helps participants with diabetes control their condition, reduce complications, make healthier choices and enjoy a better quality of life. Over the course of 13 weeks, participants learn how to make better food choices, integrate physical activity to their daily routine, manage their medications, adhere to treatment more effectively, and monitor A1C levels, blood pressure and cholesterol regularly, among other lifestyle habits. This initiative also offers the participant’s spouse, partner or significant other the opportunity to partake in the program.



PROGRAM IMPACT

In 2018, more than 215 participants graduated from *Yo controlo mi diabetes* across five cities.



84% OF PARTICIPANTS COMPLETED THE PROGRAM

50%+ REDUCED THEIR BMI



45.6% LOWERED THEIR A1C LEVELS

99% DEMONSTRATED AN INCREASE IN KNOWLEDGE OF THEIR CONDITION





BLUE CROSS & BLUE SHIELD OF RHODE ISLAND

#RecessRocksinRI

www.bcbsri.com



Blue Cross & Blue Shield of Rhode Island (BCBSRI) continues its dedication to combat childhood obesity as the sole funder of #RecessRocksinRI, a partnership with Playworks New England and the Rhode Island Healthy Schools Coalition (RIHSC).

Now in its third year, #RecessRocksinRI works toward increasing physical activity in local schools through the power of play during recess. Rhode Island ranks fifth highest in the nation in the overweight and obesity rates of children ages 10-17. According to data from Rhode Island KIDS COUNT, nearly one in three children ages 2-19 in Rhode Island are obese (17 percent) or overweight (15 percent). At a two-day #RecessRocksinRI training event, school staff members map out their play spaces and

review how they use play equipment. They explore new twists on old games and innovative strategies to avoid conflict—like using the game “rock, paper, scissors” to help teach students how to solve their own disagreements. Staff are encouraged to play with students during recess. The program also provides each school with play equipment and instructional materials.

In the 2018-2019 school year, to align with BCBSRI’s 80th anniversary, the #RecessRocksinRI program aims to reach 80 public elementary schools throughout the state and continue its work towards changing the culture of recess.

PROGRAM IMPACT

REACHING
31,180 KIDS ACROSS
80 PUBLIC SCHOOLS

SCHOOLS REPORT:

93% INCREASE IN
STUDENTS’ ABILITY TO FOCUS
ON CLASS ACTIVITIES

92% INCREASE IN
COOPERATION AMONG
STUDENTS

98% AGREE PLAYWORKS CREATES
A SAFE AND SUPPORTIVE
LEARNING ENVIRONMENT





BLUE CROSS AND BLUE SHIELD OF VERMONT

Wellness Revolution

www.bcbsvt.com

Blue Cross and Blue Shield of Vermont is taking a new approach to inspire women to take action and build a community through biking with Wellness Revolution. No matter how long it's been since riders have hopped on a bike, Wellness Revolution helps women integrate cycling into their lives and surround them with health and wellness resources.

Team up to ride
with Blue Cross and Blue Shield of Vermont and Terry Bicycles.

Open to women who want cycling to be a part of their lives. Beginners welcome.

Free program includes:

- Fun and informative sessions with Terry Skirack, Old Spokes Home Local Motion and more
- Organized group rides
- Free helmet
- \$75 Terry gift card and the chance to win a Terry bike!

As a matter how long it's been since you've ridden, Wellness Revolution can help build confidence and skills. Wellness Revolution is a partnership between Blue Cross and Blue Shield of Vermont (BCBSVT) and Terry Bicycles, two partner organizations with a shared mission to inspire the lives of Vermont women spending precious time on their health and wellness journey. Together, we'll help you through all aspects of cycling from basic bike maintenance and repairs to safety and roadblocks. Then, we'll help you live the best life with wellness.

Dates and sessions:

- **4/16 and 4/23** 6:00-7:00pm at **Butland Recreation and Parks Department** 432 W. 42nd St., Burlington, VT 05401
- **4/30 and 5/7** 6:00-7:00pm at **Butland Recreation and Parks Department** 432 W. 42nd St., Burlington, VT 05401
- **5/14 and 5/21** 6:00-7:00pm at **Butland Recreation and Parks Department** 432 W. 42nd St., Burlington, VT 05401
- **5/28 and 6/4** 6:00-7:00pm at **Butland Recreation and Parks Department** 432 W. 42nd St., Burlington, VT 05401
- **6/11 and 6/18** 6:00-7:00pm at **Butland Recreation and Parks Department** 432 W. 42nd St., Burlington, VT 05401

Register online at www.bcbsvt.com/wellnessrevolution
 Register on the phone: 802.241.1000
 For questions, requirements, location or contact info at 802.241.1000

Blue Cross BlueShield of Vermont

The program includes informative bicycling sessions by program partner Terry Bicycles, organized group rides and free helmets. The bicycling community members receive support through all aspects of cycling, from basic bike maintenance and repairs to safety and mindfulness.

Wellness Revolution participant, Bethany Yon,

described the group's 11-mile road ride as a "game changer," despite lacking the confidence to ride on the road for many years. "They knew who to push and nudge, and who to support and guide," recalls Yon. "And when we did go out on the road, our instructor coached us through the entire ride." She now considers biking part of her regular exercise toolkit thanks to the Wellness Revolution initiative.



PROGRAM IMPACT

SINCE 2014:

250+ PARTICIPANTS

8 ORGANIZED RIDES PER YEAR



WOMEN MEET ONCE A WEEK FOR SIX WEEKS





PREMERA BLUE CROSS

Social Impact

www.premera.com



Established in 2017, the **Premera Blue Cross** (Premera BC) Social Impact program intends to fund programs led by local organizations in Washington and Alaska addressing behavioral health conditions, health equity and the

intersection between behavioral health and homelessness. The Premera BC Social Impact program addresses these health issues because nationally, the prevalence of behavioral health conditions is greater than the five most common chronic health conditions combined—heart failure, coronary artery disease, chronic obstructive pulmonary disease, asthma and diabetes. Historically, people with behavioral health problems are stigmatized by society and face the challenge of obtaining care—which is often not covered by traditional health insurance.

In addition, services between medical and behavioral professionals are not always coordinated, adding to the challenge of treating a person’s holistic health—both physical and mental conditions—to achieve optimal health.

PROGRAM IMPACT

GRANTS HELPING NON-PROFIT ORGANIZATIONS:

- Implemented a care model that **expands trauma-informed treatment** to address gaps in services and better impact whole child and whole family health.
- Continued support of programs that use trauma-informed approaches to **reach and empower at-risk and homeless people**.
- Supported program for families at **risk of child neglect** due to alcohol and substance use disorder.
- Provided access to **culturally competent behavioral health services** for underserved, low-income elders.
- Developed a unique program **to serve homeless veterans, youth and families** struggling with disabling addictions and mental health conditions. The program empowered members to create a quality living community and gave support to choose a career pathway.



- Increased efforts in a HUD Youth Homelessness Demonstration Program to **help increase housing for youth while quickly connecting them to behavioral health services**.





BLUE CROSS AND BLUE SHIELD OF WYOMING CARING FOUNDATION

Healthy Habits for Life

www.bcbswy.com/company_info/foundation

Since January 2015, the **Blue Cross Blue Shield of Wyoming Caring Foundation**, in partnership with the Boys & Girls Club Alliance of Wyoming, implemented Healthy Habits—a healthy lifestyles program created to improve the health of Wyoming’s youth. The program provides age-appropriate, skill-building activities on a range of topics, including:

- Goal setting and planning statistics
- Managing appropriate food intake
- Selecting foods that support health
- Interacting with others through food
- Increasing physical activity



PROGRAM IMPACT

SERVING
900+
CHILDREN

7 PARTICIPATING
BOYS & GIRLS
CLUBS

66,360+
MEALS SERVED

126,290+
SNACKS SERVED



Boys & Girls Clubs serve many low-income families who often lack the resources to provide their children with a nutritious diet. The Healthy Habits Wyoming Alliance plays an important role in reaching this vulnerable population. The program strikes a balance between teaching balanced eating habits and increasing physical activity—exposing children to a variety of foods in the right proportions while helping them maintain a healthy body weight and improving overall wellness.





Our partnerships with local community health clinics focus on patient-centered primary care, address medically underserved areas and reach patients of all cultural and economic backgrounds. Additionally, Blue Cross and Blue Shield companies are providing education and funding resources to build a strong front-line team of future doctors, nurses and other healthcare providers.



**IMPROVING
HEALTHCARE
ACCESS, QUALITY
& AFFORDABILITY**



HAWAII MEDICAL SERVICE ASSOCIATION (HMSA)

Federally Qualified Health Center (FQHC) Community Grant Program

hmsa.com



HMSA is working with FQHCs in communities throughout Hawaii to help members get access to the care they need using interventions that go beyond traditional medical care. HMSA's Federally Qualified Health Center Community Grant program was developed with the unique social determinants of health for each community in mind.

The FQHC Community Grant Program is a two-year grant that aims to address both medical and non-medical health needs of primarily Medicaid patients in communities across Hawaii. Unlike typical grants, HMSA helped develop the grant application, supported outcome tracking and reporting, and requested quarterly visits to better understand and experience patients' perspectives,

challenges, and successes. The goal was to build relationships and learn alongside local community experts to help inform HMSA's approaches and strategies company-wide.

All 14 FQHCs across the state were awarded funds to support community-driven solutions that include lifestyle change programs, cultural practices, integration of community health workers, and programs that address social determinants of health such as transportation, education, housing, interpersonal violence, income, and social support.

The Community Grant Program is expected to be completed by early 2020.

PROGRAM IMPACT

IN YEAR 1 REACHED 6,000 LIVES

THROUGH DIVERSE RANGE OF PROGRAMMING

OUTCOMES RANGE FROM:

- CLINICAL RESULTS SUCH AS **LOWERING A1C LEVELS** OR REDUCING BLOOD PRESSURE
- **IMPROVING DIET** & HEALTHY EATING BEHAVIORS
- **INCREASING PATIENT ENGAGEMENT** & UTILIZATION OF PRIMARY CARE & BEHAVIORAL HEALTH SERVICES
- **INCREASING EMPLOYMENT OPPORTUNITIES** & HIGH SCHOOL GRADUATION RATES





BLUE CROSS AND BLUE SHIELD OF MINNESOTA

High Complexity Case Unit

www.bluecrossmn.com

Individuals with complex health needs often require both medical and social services from a wide range of providers and caregivers. To better address the serious challenges and high costs associated with caring for these patients, **Blue Cross and Blue Shield of Minnesota (BCBSMN)** launched its High Complexity Case Unit (HCCU) within the organization's Care Management division in September 2016. HCCU is now a key component of the BCBSMN Social Impact program, aiming to make healthcare more sustainable for members.

HCCU was designed to identify the most complex situations and provide one-on-one coordination across all aspects of care, with the overall goal of delivering better outcomes and experiences for members at a lower overall cost.

By analyzing a member's medical history, previous claims and ongoing treatment plans, the HCCU team can identify opportunities to streamline care and improve a member's holistic health. Typically, members engaged in HCCU are



struggling with multiple diagnoses and complications, creating an extremely confusing and expensive situation. By taking a step back and working with healthcare providers across various specialties, HCCU helps to ensure that the appropriate coordination of care plan is in place to meet each member's unique health needs.

PROGRAM IMPACT



**BCBSMN HEALTH COACHES
CONNECTED WITH**

900+ MEMBERS & **500+** DOCTORS

30% IN MEMBER ENGAGEMENT OVER PREVIOUS YEAR INCREASE

*From January through September 2018





THE HORIZON FOUNDATION FOR NEW JERSEY



Kids' Oral Health Program

community.horizonblue.com/kids-oral-health-program/

New Jersey's children face serious oral health challenges. Preventable and treatable conditions of the teeth and gums—including cavities, injuries and infections—among those under age 18 are particularly serious in the state's low-income families, who suffer twice the rate of untreated tooth decay than children from higher-income households.

To meet these challenges, **The Horizon Foundation for New Jersey** launched the Kids' Oral Health Program (KOHP) in 2016. The two-year, \$500,000 signature program provided grants to 10 New Jersey non-profit organizations working to improve the oral health outcomes of children ages 0-18 years.



Given the success of phase one, The Horizon Foundation launched phase two with an additional \$500,000 investment that will run from 2019-2020 with four main focus areas:

- **Education and awareness**, including in-school, community-based and parental-engagement awareness programs to increase children's oral health literacy, practice and technique
- **Preventive care**, including regular screenings, cleanings, sealants and fluoride treatments for under-served populations
- **Urgent care**, including emergency dental examinations and interventions, helping to provide a clinical safety net in low-resource communities
- **Professional development**, including tools and educational opportunities to improve collaboration between dentists and pediatricians for the children in their care, with a focus on preventing, recognizing and addressing the early signs of opioid abuse

PROGRAM IMPACT

KOHP PHASE ONE:†



- 15,098** Oral Health Education Recipients
- 3,723** Fluoride Treatments
- 3,027** Sealants Applied
- 828** Fillings

KOHP PHASE TWO:

BY FALL 2020, THE PROGRAM WILL HAVE COLLECTIVELY SERVED AN ADDITIONAL **13,500 CHILDREN AND THEIR FAMILIES** FOR A **TOTAL OF 30,618**.

* 9 of 10 grantees submitted reports after year 1, and 7 of 10 submitted reports following year 2.

†Grantee reported figures, estimates based on counts of children directly screened or treated, family members educated and health professionals trained.





BLUE CROSS AND BLUE SHIELD OF NORTH CAROLINA

NC Physician’s Assistant Studies Program and Nursing Investment

www.bluecrossnc.com/about-us/community-relations



Blue Cross and Blue Shield of North Carolina

(Blue Cross NC) invests in organizations working to make healthcare more accessible in the state’s underserved communities. To address the state’s nursing shortage, Blue Cross NC invested in North Carolina’s top Historical Black Colleges and University Nursing programs. These organizations will put Blue Cross NC’s investment towards scholarships, recruitment, retention, education training and technology for nurses in training.

Fayetteville State University, North Carolina Central University, Winston Salem State University, and North Carolina A&T University were selected to participate in this investment program. Blue Cross NC is confident that these universities will coach exceptional nurses prepared to address the health needs of local communities.

Blue Cross NC also understands that increasing the number of physician assistants in the state can play a key role in helping to manage personal health more effectively and improve health outcomes. That’s why Blue Cross NC made a significant investment in the University of North Carolina Chapel Hill School of Medicine Physician Assistant Studies program. This investment is designed, in part, to help veterans with medical training work in civilian healthcare, as well as address the shortage of primary healthcare professionals in rural North Carolina.

Though there’s more work to be done, these investments aim to improve the overall health of people in local communities throughout the state.

PROGRAM IMPACT

STUDENTS IN THE PROGRAM:

17% ECONOMICALLY DISADVANTAGED



21% FROM MEDICALLY UNDERSERVED POPULATIONS OR AREAS

35% MILITARY-AFFILIATED, INCLUDING VETERANS

63% NORTH CAROLINIANS

ENTERED THE PROGRAM WITH AN AVERAGE OF **8,837 HOURS IN CLINICAL EXPERIENCE**



BlueCross BlueShield of North Carolina



BLUE CROSS AND BLUE SHIELD OF SOUTH CAROLINA FOUNDATION

Impact America – South Carolina

www.bcbsscfoundation.org

Knowing that poor vision can lead to substandard education, behavioral risks and low self-esteem, the **Blue Cross and Blue Shield of South Carolina Foundation** (BCBSSC) took action to increase the number of children in the state receiving eye exams and proper follow-up eye care.

Targeting preschool age children in lower-income neighborhoods, the BCBSSC Foundation supports Sight Savers America to provide free vision screenings to children ages 6 months to 5 years in Head Start sites and daycare centers.

Through the use of high-tech digital cameras, the program provides vision screenings. Any child that fails their vision screening is then referred for comprehensive vision care to address eye problems. The program anticipates that approximately 10 percent of children screened, or 4,000 children, will need follow-up care.



PROGRAM IMPACT




SERVICES PROVIDED IN
44 OUT OF **46**
SOUTH CAROLINA COUNTIES

40,000+
CHILDREN SCREENED

100% OF THE
3,825+ CHILDREN
THAT FAILED SCREENING RECEIVE FOLLOW-UP CARE



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www.bcbs.com/investingincommunities

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