



ACCESSING THE VACCINE

- Provided funding for 500 rides for individuals needing transportation to vaccination sites through partnership with Lyft and UnitedWay. Initial rides were for Madison County – we have since expanded to Central Alabama and are slated to take on the Florence area, too.
- Sponsored two vaccine events on site for associates and their immediate families where 691 first shots were administered.



ADDRESSING INEQUITIES

- Joined AHIP and BCBSA on Vaccine Community Connectors program, pledging to promote vaccinations for 2 million underserved, at-risk Americans.
- Joined the Rally for Recovery Commitment, a national commitment to protect employees and communities by encouraging vaccines and continued mitigation efforts.
- Met with member advisory council to identify barriers/concerns of getting the vaccine.
- Outreach to ~2K members considered high-risk to encourage getting the vaccine.

www.bcbsal.org



UPCOMING COVID EFFORTS

Public outreach in either planning or development stage with local and statewide media outlets with messaging and video appealing to younger members.



EDUCATING THE COMMUNITY

- Communicated to members, groups and associates on vaccine safety and efficacy via email and text campaigns and on the BCBSAL website.
- Produced two PSAs on importance of getting the vaccine and its safety – posted on Provider Access web page and aired on Alabama Public Television (APT). Outreach to network providers to play these PSAs on their websites, social media channels or in their waiting or exam rooms for their patients.
- Interview with medical director of DocTalk Live on Facebook.
- Statewide digital article and weekly Facebook Lives on vaccine safety, myths, etc.
- Wrote letter to network providers to encourage them to get the vaccine and encourage their patients to get the vaccine, signed by all of our Medical Directors.
- Op-ed with AHA, MASA, Medicaid, ADPH, APA (Alabama Pharmacy Association) and BCBSAL to communicate vaccine safety.
- Emails, texts, welcome calls and outbound automated messages to Blue Advantage and C Plus members during February and March.
- Emails to small group and under-age-65 individual plans.
- Emailed and texted members with chronic conditions.
- Included vaccine content in newsletters and magazines sent to over-age-65 members and to groups.

OUR COMMITMENT

Blue Cross and Blue Shield companies remain committed to helping communities across the country during the COVID-19 pandemic. The belief that every American deserves safe and effective COVID-19 vaccines is at the heart of our commitment. We continue to support widespread vaccination events, as well as targeted efforts to reach those with low access. Blue Cross and Blue Shield companies have so far invested \$11.5 billion to support their communities during the pandemic. We're using our deep community connections to build confidence in vaccines. And we're striving to eliminate racial disparities in access. Our goal is to build a more equitable health care system for all, now and beyond the pandemic.

