

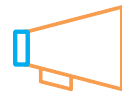
As Michigan's largest insurer, Blue Cross is a trusted advisor and advocate for population health. We've worked hard to help people navigate the COVID-19 pandemic and vaccination. As of April 15, 2021, 43.3% of eligible Michiganders received at least one dose, including 1.3 million Blue Cross members and 63% Blue Medicare members.

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## ACCESSING THE VACCINE

- Direct outreach to more than 400,000 vulnerable members and counting.
- Partnered to enable more than 6,500 eligible individuals to receive the COVID-19 vaccine.
- Hosted/sponsored 8 community vaccination events in high-need communities.
- Connecting members to vaccine resources:
  - More than 1.1 million postcards with vaccine FAQs and resources.
  - Nearly 1,000 outbound calls.
  - Nearly 750,000 direct mail pieces to high-risk members.
- Outreach to more than 6,500 Medicaid members for vaccine access assistance, including no-cost transportation.



## EDUCATING THE COMMUNITY

- Produced statewide media campaign promoting COVID vaccinations, totaling more than 141 million impressions.
- More than 131 million media impressions.
- Reached more than 2.7 million members to engage and encourage about the vaccine and find a vaccination clinic near them.
- Developed and published more than 250 COVID-19-related articles on the [MIBluesPerspectives.com/coronavirusblog](http://MIBluesPerspectives.com/coronavirusblog); reaching 1.9 million page views.
- Produced more than 3,000 communications
- Ongoing videos with our chief medical officer, reaching more than 27.2 million impressions.

### Supporting Employers:

- Group customer toolkit equips employers with resources that encourage vaccines.
- Library of tools for employers to communicate with their employees about COVID-19 and vaccines.
- Weekly communications with data updates.



## 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.
- Created and distributed a community educational vaccine toolkit, with data-driven FAQs and information.
- Served on the Protect Michigan Commission, a state vaccine Task Force to help raise awareness about vaccine safety and efficacy.

## GENERAL COVID-19 SUPPORT

### Ensuring Access to Care:

- Advanced \$680 million to physicians and health systems in the early months of the pandemic to stabilize providers financially.
- 330,000 outbound calls to members.
- Expanded telehealth visits, waiving copays for members with existing telehealth and behavioral health benefits.
- Free telehealth and primary care for Medicare Advantage members through 2020.
- Launched telehealth treatment for substance use disorders.
- No cost 24-hour nurse line.
- Outbound calls to coordinate care and identify gaps.
- More than 30 medical employees volunteered on front lines.
- COVID-19 customer tool kits addressing testing, treatment costs, safe practices.
- Increased access to medications.

### Promoting Affordability:

- Invested \$600 million in additional benefits for members.
- Waived all member cost share for COVID-19 treatment, testing
- Refunded \$120 million to customers.

### Partnering with Providers:

- Covered 640,000 tests (\$50 million).
- 3.1 million telehealth visits covered March to Oct. 2020.
- Temporarily relaxed administrative requirements to give more time to treat patients.
- Thought partner to help keep physicians and health leaders informed.
- Addressed provider funding concerns.
- Supporting MI-COVID-19 data collaboration.

### Protecting Customers:

- Working with businesses and individuals to help maintain coverage.
- Increased communication and education efforts.

### Serving our Communities:

- 700,000 care kits delivered.
- Serving on the Michigan Coronavirus Task Force investigating racial disparities.
- Partnered on a \$3 million investment to accelerate telehealth availability in safety net organizations.
- Provided \$500,000 statewide to address food security for children, seniors and families.
- Personal Protection Equipment donations to state, providers, dentists.
- Supporting Wayne State University mobile testing for older adults, caregivers.
- Meal deliveries for Medicare and Medicaid members, care packages for seniors.
- Increase access, information about vaccines.

## 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.

