



Vaccination Site and Staff Support:

- BCBSNE-affiliated Think Whole Person Healthcare clinic administered 2,400 vaccinations as of early April.



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

- Educated members on vaccines through a variety of communications, including newsletters; FAQ videos; and website and social media updates.
- Provided talking points to customer experience staff on vaccine importance.
- Identified and contacted approximately 3,000 commercial and 5,000 Medicare Advantage members based on age and ZIP code.
- Created and shared vaccine resources and FAQ article, including an interview with Think Whole Person Healthcare's chief medical officer.
- Provided guidance on employer incentives for getting the vaccine and shared examples with employer groups.



- 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 effort.

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.

