

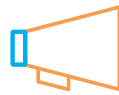
Blue Cross Blue Shield of Vermont (BCBSVT) believes no Vermonter should be left behind.

www.bcbsvt.com



ACCESSING THE VACCINE

- Collaborated with the Vermont Department of Health (VDH) to serve as advisors and supporters of their continuing response to the pandemic.
- Supported VDH's efforts to procure and make testing available across the state.
- Served as advocates and consultants on how to best use social media to create an engaging state-wide campaign.
- Sent 20 BCBSVT employees to staff the vaccine clinics. These employees supported both administrative and clinical duties.



EDUCATING THE COMMUNITY

- Continued to message and support VDH and CDC outreach by promoting vaccination information to reduce vaccine hesitancy.
- Developed FAQ and talking points for customer service representatives to answer questions and advocate for vaccines with references to local vaccine locations, including pharmacies.
- Undertook a significant communications effort and created a COVID resource center to provide up-to-date information and serve as a leader for our members, providers, and clients.
- When vaccines became available, actively amplified and promoted key messaging across social media channels, blogs, direct client presentations and websites.
- Held two webinars on COVID, vaccines and variants, presented by our Chief Quality Officer.
- Conducted three employer-based webinars on a variety of topics.



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.
- Running analytics with VDH vaccination tracker for race, ethnicity and age.
- Working with VDH to reach our members with disabilities that make it difficult to travel and members who are homebound to arrange for them to be vaccinated at home.

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.

