

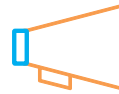
Throughout the COVID-19 pandemic, Blue Cross of Idaho has focused on ensuring members, clients and partners have the support they need and are kept informed of developments.

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ACCESSING THE VACCINE

- Purchased a van to help expand St. Alphonsus mobile vaccine clinic in Southwest Idaho including the largest concentration of vulnerable and underserved Idahoans.
- Helped employers offer onsite vaccination clinics by connecting them with provider groups.
- Aired a public service announcement on television and digital platforms encouraging vaccinations by showing their importance for families with the message of getting vaccinated for the people we love.



EDUCATING THE COMMUNITY

- Made more than 1,000 calls to vulnerable members, especially dual-eligible Medicare and Medicaid members, to help them with scheduling and getting to vaccine appointments.
- Used statewide Facebook posts to raise awareness of key vaccine eligibility expansions, as well as promote vaccine events and letting the public know about providers who had appointment availability or who were providing walk-in vaccinations.
- Led a coordinated outreach campaign across multiple channels, including email, text and sending more than 127,000 letters to alert members to vaccine availability.



ADDRESSING INEQUITIES

- Provided \$25,000 to the Commission on Hispanic Affairs and South Central Hispanic Chamber to launch a vaccine awareness campaign targeting the Hispanic and Latino communities.
- Provided \$9,000 to the Idaho Office of Refugees to help them develop a campaign and disseminate messaging to the Idaho's refugee community.



UPCOMING COVID EFFORTS

- Exploring ongoing vaccination opportunities in partnership with public health districts and community health centers for the summer of 2021.
- Coordinating with the State of Idaho, other health plans and other stakeholders to explore incentive programs to encourage more vaccinations.

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.

