



## ACCESSING THE VACCINE

### Transportation Efforts:

- Transportation benefit is offered on most Capital Blue Cross Medicare Advantage Individual plans that allows members to get transportation to and from a vaccination site free of charge.

### Vaccination Site and Staff Support:

- Engaged in a partnership with Rite Aid to provide more than 10,000 vaccinations at a Capital Blue Cross or community organization location, with Capital Blue Cross staff providing communication, planning, location and post-vaccination administrative support at the site.
- Engaging with religious institutions through local health systems in attempts to increase vaccination efforts.
- Live outbound calls to Medicare members to connect them with a vaccine provider, expanding to the commercial population as the eligible population has expanded.



## EDUCATING THE COMMUNITY

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

- Educating members on what to expect after the vaccine, when to seek medical attention, encouraging a second dose, and coordinating efforts with local pharmacies.
- Running a COVID advocacy program and partnership with a community advocate/national basketball star to encourage people to get the vaccine.
- Created online COVID vaccine FAQs to educate members, providers and the general public.

### Supporting Employers:

- Holding live Q&A sessions with national accounts.
- Offering on-site employer group vaccine clinics.
- Providing vaccine advocacy materials and videos for employer distribution.



## ADDRESSING INEQUITIES

- Identifying and organizing vaccine clinics in underserved areas in order to bring more vaccines to those communities via health clinics and partnerships with community organizations.
- Provided financial support to schools, food banks and organizations to address food insecurities.
- Supported local health system by providing bus passes as incentive at homeless shelter vaccination sites.

## 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.

