

CareFirst BlueCross BlueShield has taken numerous actions—including joining forces with other carriers, healthcare and professional organizations and state and local governments—to promote confidence in and adoption of the COVID-19 vaccines as a critical tool in the fight against the pandemic.

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## Transportation Efforts:

- Medicare Advantage members can use their transportation benefit for travel to/from vaccination sites. Medicaid members in D.C. are also offered transportation to providers and pharmacies offering the COVID vaccine.

## Vaccination Site and Staff Support:

- Provided high-risk member data to local health departments to facilitate vaccination outreach.
- Introduced a clinical volunteer program, affording the company's licensed clinicians an opportunity to access up to 30 days paid leave to volunteer their time, resources and expertise during this public health crisis which includes ability to support vaccine administration.
- Hosted training in partnership with the Maryland Medical Reserve Corps for associates to become trained volunteers with their local Medical Reserve Corps chapters. Training was open to both clinician and nonclinical associates to become trained to support the vaccination clinics throughout our region.
- Ongoing engagement with religious institutions in attempts to increase vaccination efforts through education and using churches as a vaccination site.
- Offering assistance with scheduling vaccinations and transportation for members who qualify which includes adults 65 or older, essential workers, those who reside in group living situations and those with intellectual or developmental disabilities.
  - Monitoring CMS and Maryland Department of Health reports of individuals who have received their first dose to outreach and offer assistance with scheduling the 2nd dose or assistance with transportation.
- Conducted outreach to over 700,000 vulnerable members through phone and text and over 60,000 members have been successfully contacted regarding vaccinations.



- 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.
- Collaborating with spiritual and community leaders and sponsoring events designed to reach underserved and disproportionately impacted communities on the importance and safety of the COVID-19 vaccines.
- Participating in the White House's 'Vaccination Month of Action' to mobilize vaccination support and help achieve the President's goal of ensuring 70% of adults receive at least one vaccine dose by July 4, 2021.



## EDUCATING THE COMMUNITY

### **Outreach to connect people living in the service area to vaccine resources, acting as a trusted voice for the public:**

- Launched *Better Together* campaign to educate and encourage people to get vaccinated against COVID-19 when they can and help them understand the critical role vaccines play:
  - Tactics include public health ad, associate and community organization pledges (with funds donated to local organizations on the frontlines of the vaccination effort), community outreach and social media.
  - To expand the impact of the *Better Together* campaign, hosted a public virtual event called, “Reaching Immunity Takes a Community.” A panel of community health and business leaders, including a medical expert from the University of Maryland Medical System, shared insights on the science behind the COVID-19 vaccines as well as the steps they’re taking to educate, promote and inspire vaccination among their workforces. A follow-on event is being planned for June 22.
- CareFirst’s COVID-19 resource center is regularly enhanced with updated content to help members and the general public understand how the vaccines work, the differences in the vaccines and information on scams circulating about the vaccines.
  - Information about vaccine distribution plans initially linked to each county in their service area (and now directs to vaccine.gov) to help members/public determine where they can get vaccinated.

### **Supporting Employers:**

- To service national accounts, CareFirst developed a regular account e-newsletter with the latest vaccine information along with a member-facing email they can send to their employees addressing topics like coverage for vaccines, when they can get them and more.

## 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.

