



ACCESSING THE VACCINE

- Reached out to members through social media, email and live outbound call for vaccine information.
- Participated in leadership calls with state government 3x per week to troubleshoot and assist during the early stages of the vaccine rollout.
- Provided call center support to the two largest health systems in the state; answered questions and helped register members.
- Completed outbound calls to Medicare Advantage members to help them schedule vaccinations.



EDUCATING THE COMMUNITY

- Involved with a local partnership to educate the community on all things COVID, including the vaccine: COVIDPAU.com
 - Supported financially as well as through advertising/social media for the broader population.
- Provided regular updates via website, including FAQs and information related to eligibility and scheduling.
- Helped with both internal and external education efforts, including presentations to employer group leaders.
- Connected employers with vaccine providers to conduct on-site vaccine clinics for their staff. (e.g., large hotels who needed to get staff vaccinated to accommodate increase in tourism).



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.



UPCOMING COVID EFFORTS

Continued support with various state and county COVID-19 and economic recovery advisory groups.

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.

