



Vaccination Site and Staff Support:

- Premera Blue Cross employees volunteered at local vaccine clinics, helping to support the communities we serve.
- Customer experience teams armed with up-to-date FAQs COVID vaccine information to help answer frequent member questions.
- Premera Blue Cross partnered with Seattle Metropolitan Chamber of Commerce, QFC and Business Health Trust on vaccine clinics in April and May at our campus.
- Organizers worked with more than 20 community partners serving populations who have faced historic and ongoing exclusion, as well as seniors, to support equitable access for appointments.



Working on joint media campaigns with hospitals, medical society, and health plans to educate about the vaccine.



- 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.
- Developed 30-minute video with internal Medical Director, DOH outreach coordinator, and Swedish Hospital physician that has been doing specific outreach talking about vaccine hesitancy.
 - Available to all employer groups to share with employees hosted by a Premera medical director or available on demand.
 - Collateral posted for employers to use to promote video and FAQs.
- Through Premera's Social Impact program, offered additional \$6.5 million in grants to non-profit partners when the COVID-19 pandemic struck in early 2020.
- Joined community and philanthropy leaders across Washington state to launch a new initiative to ensure equitable COVID-19 vaccine access for BIPOC (Black, Indigenous, and People of Color) communities disproportionately impacted by the pandemic.
- Contributing \$150,000, Premera was among the first corporate sponsors to support the All In WA Vaccine Equity Initiative.



EDUCATING THE COMMUNITY

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

- Aligned with federal, state and various counties on an extensive communications campaign, including a one-stop resource on [Premera.com](https://www.premera.com).
- Ongoing social media campaigns focused on education around COVID-19. This included:
 - Provided a comprehensive FAQ for members, which was the most visited page in 2020.
 - Videos from medical experts that answered questions about the vaccine.
 - Links to where members can access vaccines and testing in their community.
 - Resources for how to access behavioral health during the pandemic.
 - Ongoing outreach to producers, members and customers.
- Individual plan sent member postcards every 6 weeks to capture the latest information on eligibility and access of vaccines, encouraging getting the vaccine.
- Member letter for Medicare Advantage members on eligibility and access, encouraging getting the vaccine.
- General member messaging included a postcard and text messaging on eligibility and access, encouraging getting the vaccine.
- Leveraging digital assets to inform members and providing CSR support on vaccine questions.
- Mini-videos: 60-second and 3-minute videos addressing common concerns around the vaccine; posted to our member website COVID FAQ section “Supporting Employers”.
- Communicating existing messages to large accounts, which included employer-based messaging, FAQs and MythBusters approach to vaccine efficacy and safety.
- Provided fact-based information through a sponsorship with KING 5’s New Day Northwest: [8 of your questions about the COVID-19 vaccines, answered.](#)

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.

