

The Blue Cross Blue Shield Association (BCBSA) National Health Equity Strategy will confront the nation's crisis in racial health disparities. The strategy intends to change the trajectory of health disparities and reimagine a more equitable healthcare system.

THE STRATEGY INCLUDES:

- Collecting data to measure disparities
- Scaling effective programs
- Working with providers to improve outcomes and address unconscious bias
- Leaning into partnerships at the community level
- Influencing policy decisions at the state and federal levels

The multi-year strategy will focus on four conditions that disproportionately affect communities of color:



MATERNAL HEALTH



BEHAVIORAL HEALTH



DIABETES



CARDIOVASCULAR CONDITIONS

BCBSA HAS SET A GOAL TO REDUCE RACIAL DISPARITIES IN MATERNAL HEALTH BY 50% IN FIVE YEARS.*



<p>Maternal mortality</p> <p>3X HIGHER¹</p>	<p>Maternal morbidity</p> <p>2X HIGHER¹</p>	<p>Prevalence of delivery complications</p> <p>46% HIGHER²</p>
<p>among Black mothers versus white mothers.</p>		

BCBSA National Advisory Panel on Health Equity

BCBSA has convened a national advisory panel of doctors, public health experts and community leaders to provide guidance on the National Health Equity Strategy.

Tracey D. Brown
American Diabetes Association®

Marshall Chin, MD, MPH
University of Chicago

Gilbert Darrington
Health Services, Incorporated

Adaeze Enekwechi, PhD, MPP
George Washington University

Maria S. Gomez, RN, MPH
Mary's Center

Rachel R. Hardeman, PhD, MPH
University of Minnesota

Stacey D. Stewart
March of Dimes

Richard Taylor
ImbuTec

Kevin Washington
YMCA of the USA

We recognize we cannot do this alone. We invite others—industry leaders, stakeholders and policymakers—to join us in this critical work. We are hopeful that, together, we can affect meaningful, measurable progress for the health of all Americans.

To learn more about BCBSA's National Health Equity Strategy and Maternal Health Program, visit [BlueHealthEquity.com](https://www.bluehealthequity.com).

*Metrics will include the Centers for Disease Control and Prevention (CDC) Severe Maternal Morbidity measures and BCBSA will report results annually.

1. AJMC "Racial Disparities Persist in Maternal Morbidity, Mortality and Infant Health," 2020

2. BCBSA. Health of America – Maternal Health Data. 2020.

