

VOLUME 17 | ISSUE 1 | SPRING 2021

GUEST ARTICLE: CAPITAL BLUECROSS

Capital BLUE

SUPPORTING OUR COMMUNITIES DURING COVID-19

At Capital BlueCross, we provide so much more than healthcare coverage. As the COVID-19 pandemic led to many disruptions, including closed businesses and schools, we stepped up to help our members, customers, and communities.

COVID-19 Community Support

Capital BlueCross provided grants to more than 50 nonprofit organizations in our service region to provide support to economically disadvantaged community members. We provided thousands of meals and healthy snacks to first responders, healthcare professionals, and essential workers, as well as individuals and families struggling to put food on the table due to the economic impact of the pandemic.

To help families deal with job losses and school closures, we also increased support to community food banks that collectively provide more than 45 million meals annually. We provided grants to Meals on Wheels organizations in Berks, Dauphin, Lancaster, Lehigh, Northampton, Schuylkill, and York counties that serve nearly 4,800 homebound seniors. And we gave funds to three local United Way COVID-19 Relief Funds in Central Pennsylvania, Lehigh Valley, and Berks County.

And our efforts didn't stop there.

Many independent doctors and medical practices saw fewer patients for routine, nonemergency services during the pandemic, resulting in reduced income. Capital BlueCross offered advance payments to independent healthcare providers to help them bridge the financial gap until their patients could resume in-office visits and procedures.

Most recently, we've collaborated with Rite Aid to host multiple COVID-19 vaccination clinics in Central Pennsylvania and the Lehigh Valley. So far, we've helped vaccinate more than 4,000 people and we're still going strong! We have more clinics lined up in the weeks ahead and hope to schedule more to help even more people. Check out [this video](#) from one of our vaccination clinics.

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Our affiliation with these national organizations is a value-added benefit for our members.



Behavioral Health Support and Toolkit

The pandemic amplified the need for increase behavioral health support for our members. Encouraging healthier outcomes is about more than just physical wellness. We must have a full-health approach — linking mental and physical health together. Even with resources in place to help, many employees are still not seeking the support they need. It's time to change that.

Our behavioral health toolkit provides a complimentary, [multi-touch toolkit](#) of employee communications to provide you with resources that promote open dialogue and help address behavioral health challenges affecting your workforce.

How to get started

From presentations and emails to onsite posters and table tents, we've packaged 55+ ready-to-use communications to help you connect with employees on three critical behavioral health topics:

- **Stigma** - Understanding the power of our words to help stop stigma and start healthier conversations about mental health.
- **Everyday stressors** - Practicing healthy micro-habits — small achievable activities — to reduce stress and anxiety in our everyday lives.
- **COVID-19** - Building the resilience we need to face the pandemic today and adapt to what comes next.

Custom-fit communications

We developed these materials to be customizable, so they'll easily fit within your existing company branding. The materials can be used as a complete set or individually depending on your needs.

We're using data-driven insights, knowledge, and experience to arm you with valuable information and resources for your organization. If you have any questions or suggestions on how you can best customize and implement these communications or to learn more about what we're doing to support the community during COVID-19, please reach out to your broker or Capital BlueCross account executive.