

# ADDRESSING HEALTH INEQUITIES

Our comprehensive plan is focused on addressing inequities in health care, maintaining an inclusive company culture and standing for equity in our communities.



bluecrossma.org

The screenshot shows the website's navigation bar with links for Home, Medicare, Employer, Broker, Provider, Careers, Health News, and About Us. Below the navigation is a search bar and a 'Sign In' button. The main content area features the headline 'BETTER HEALTH CARE. FOR EVERYONE.' and a photo of Stephanie Browne, Vice President Talent Acquisition, Chief Diversity, Equity & Inclusion Officer. The text on the page discusses the organization's commitment to addressing racism as a public health crisis and promoting equity in health care. A call to action 'HELP US IMPROVE HEALTH EQUITY' is followed by a 'UPDATE PREFERENCES' button. Below this, three icons represent 'Address Inequities', 'Build Solutions', and 'Foster Diversity'.

**BETTER HEALTH CARE. FOR EVERYONE.**

We view racism as a public health crisis and health care as a racial and social justice issue. We stand for promoting equity and inclusion, for fighting racism, for uniting to build healthy communities.

With nearly three million members, we know firsthand that health care must be inclusive and accessible for diverse populations. That's why we're working to better represent you, our members.

**Stephanie Browne**  
Vice President Talent Acquisition,  
Chief Diversity, Equity & Inclusion Officer

**HELP US IMPROVE HEALTH EQUITY**

We're committed to accelerating progress toward a better, more equitable future. To fully integrate the principle of equity into the work we do, we need your help. You can join our efforts to improve health care, for all of us, by sharing your race, ethnicity, and language preferences.

**UPDATE PREFERENCES**

The diversity information you share is just one step in this journey, but it's also the most important. We'll use this data in our efforts to:

- Address Inequities**  
We'll identify, measure, and reduce inequities in health care.
- Build Solutions**  
We'll create dedicated resources and services to better serve our members.
- Foster Diversity**  
We will build on our longstanding commitment to diversity, equity, and inclusion as an organization.

- Convening an advisory council of leading local and national experts
- Becoming the first health plan in the region to collect and use comprehensive, member-level data to support and collaborate with the medical community to reduce racial and ethnic inequities
- Creating metrics and programs to address racial inequities in health care access and care
- Educating employees in Cultural Competence to support member engagement, service and care
- Reviewing existing contracts with medical management vendors to assess their current or future roadmap for incorporating health inequities
- Evolving the company's current Diversity, Equity & Inclusion governance structure to include health equity issues, and publishing – company-wide – an enhanced scorecard that measures progress against other best-in-class companies to ensure accountability and transparency