



BlueCross BlueShield  
of Alabama



2020

COMMUNITY  
ANNUAL  
REPORT



## BlueCross BlueShield of Alabama

2020 was a year that many of us were happy to tell “Goodbye!” when the clock struck midnight on New Year’s Eve. But as we look back, we realize there were reasons to celebrate, before and during the COVID-19 pandemic. Our Company came together as we looked for ways to address the question: How do you care for the community, when you can’t be IN the community? From associates who demonstrated concern for our members to Company policies that helped ease members’ stress and strain, time after time, we lived out our Corporate Value of Give Back to the Community. In this report, you’ll read about some of those examples, as well as about community events that were held before the pandemic struck and social distancing began.



## Blue Cross paid, contributed and made available over \$592 million in the fight against COVID

- Expanded access to telehealth for in-network providers
- Waived member cost-sharing for COVID-19 diagnostic testing, treatments and visits
- Waived prior authorizations for COVID-19 diagnostic tests and related covered services
- Waived inpatient member cost-sharing, March through May, for members covered under a fully insured employer plan, and who had been diagnosed with COVID-19
- Waived early prescription medication refill limits
- Offered financial assistance to rural hospitals and primary care physicians
- Discounted customers’ November health premiums 20% and dental premiums 50%
- Made community donations to 25 organizations across the state to provide:
  - COVID-19 relief
  - Meals for senior adults, children and healthcare workers
  - Personal protective equipment for healthcare workers
  - Childcare for healthcare workers
  - Food for Alabama food banks and other charitable organizations
  - Small business loans
  - Economic assistance with rent and utilities

MERCEDES  
MARATHON



## The Blue Cross and Blue Shield of Alabama Kids Mercedes-Benz Marathon

The 19th Mercedes-Benz Marathon Weekend was held February 15-16, 2020. The weekend kicked off with 4,100 children from kindergarten through fifth grade running in the Blue Cross and Blue Shield of Alabama Kids Mercedes-Benz Marathon. This was the last mile of a full marathon (26.2 miles) run by each child over the course of a five-month program at their schools.

Blue Cross became the presenting sponsor in 2012 to encourage regular exercise and healthy lifestyles at an early age. “We are committed to helping build a healthier Alabama, and we can do that by teaching children healthy habits,” says Koko Mackin, Vice President of Corporate Communications and Community Relations.

To make the weekend special for all who participate, Blue Cross associates volunteer at the Kids Mercedes-Benz Marathon on Saturday and at the Blue Cross water station on Sunday.

26.2 total miles	4,100 children grades k-5 in 2020	40,915 children since 2012
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## Be Healthy School Grants

Blue Cross launched the Be Healthy School Grant Program in 2012 to fight childhood obesity. The grants are up to \$10,000 each and are awarded to schools that serve kindergarten through sixth grade. These grants are used to implement school-based, health and wellness programs that emphasize increased exercise, nutrition education and parental involvement throughout the school year.

“We are seeing the positive results of healthy lifestyle initiatives being implemented in our schools by students and faculty. The ongoing success of the Be Healthy School Grant Program validates the investment we are making in the long-term health of Alabama’s children,” says Jeff Adams, Manager, Community Relations.

THIS YEAR:

**27** grants awarded

Totaling **\$266,500**

Benefiting **10,967** students

SINCE 2012:

**227** grants awarded

Totaling **\$2,121,713**

Benefiting **107,014** students

**Awarded grants in 59  
of Alabama’s 67 counties**





## United Way Giving

Give Back to the Community is a Corporate Value at Blue Cross. The annual United Way campaign is one way employees give back by supporting United Way agencies. Blue Cross employees also donate their time and other resources to change lives and advocate for those in need in their communities.

**2020 UNITED WAY CAMPAIGN**

**21** The number of years Blue Cross and Blue Shield of Alabama has been a Pacesetter Company

Over **\$4 million** Amount donated by employees to United Way



## Primary Care Medical Scholarships

The majority of Alabama's rural counties are entirely or partially classified as primary care shortage areas, according to the Alabama Rural Health Association. To help combat that shortage, Blue Cross is investing in the state's Primary Care Physician Network by funding scholarships to students at the Alabama College of Osteopathic Medicine in Dothan, the Edward Via College of Osteopathic Medicine at Auburn University,

**"I plan to one day provide care to a community in Alabama that is in need of a physician. I grew up in an area where many of my friends in surrounding towns had little to no access to healthcare. Thank you for awarding me this scholarship, as it has helped ease my financial burden as a first-generation student."**

**- Chirag Patel, Enterprise**

the University of Alabama at Birmingham School of Medicine and the University of South Alabama College of Medicine in Mobile. Of the 87 students participating in the scholarship program, 29 students received scholarships totaling over \$1.8 million in 2020. A combined total of \$11 million will be distributed among the four schools over a period of six years, beginning in 2016. These scholarships are awarded to medical students who agree to practice for three years as primary care or behavioral health physicians in an underserved area of Alabama upon graduation.

**"Congratulations to each of these exceptional medical students for being selected for this scholarship. I commend them for recognizing the importance of primary care and wanting to provide quality healthcare to those in many of the underserved areas of our state."**

**- Blue Cross President and CEO, Tim Vines**



**29** students received scholarships totaling over **\$1.8M** in 2020

**\$11M** in scholarships will be distributed over a 6-year period

# GET HEALTHY

ON THE RAILROAD



## Get Healthy on the Railroad

In response to the COVID-19 pandemic, Birmingham's Get Healthy on the Railroad at Railroad Park, sponsored by Blue Cross, moved its in-person programming to digital and social media channels. Exercise and cooking class videos, recipe cards and workout graphics were also hosted on their website. For visitors to Railroad Park, a new Walking Workout along the 1st Avenue South portion was added in May, honoring social distancing and mask wearing.

**Exercise Videos**  
14,041 views

**Cooking Videos**  
1,321 views

**10** Virtual Fitness  
Videos

**4** Virtual Cooking  
Classes



Supporting  
charitable  
organizations  
that invest in  
health, wellness  
and education  
initiatives for  
Alabamians, with  
an emphasis in  
helping children.

## The Caring Foundation and Corporate Giving

The Caring Foundation (TCF) is the charitable arm for Blue Cross and Blue Shield of Alabama, fulfilling philanthropic needs across Alabama. The mission of TCF and Corporate Giving is to support charitable organizations that invest in health, wellness and education initiatives for Alabamians, with an emphasis in helping children.

**567** Organizations assisted by Blue Cross and TCF

**\$9,661,145** In total corporate charitable donations\*

\*Figure includes combined donations from TCF and Blue Cross.





**BlueCross BlueShield  
of Alabama**

An Independent Licensee of the Blue Cross and Blue Shield Association

For additional information about these and other programs we support, please contact:

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