

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 re-imagine 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:

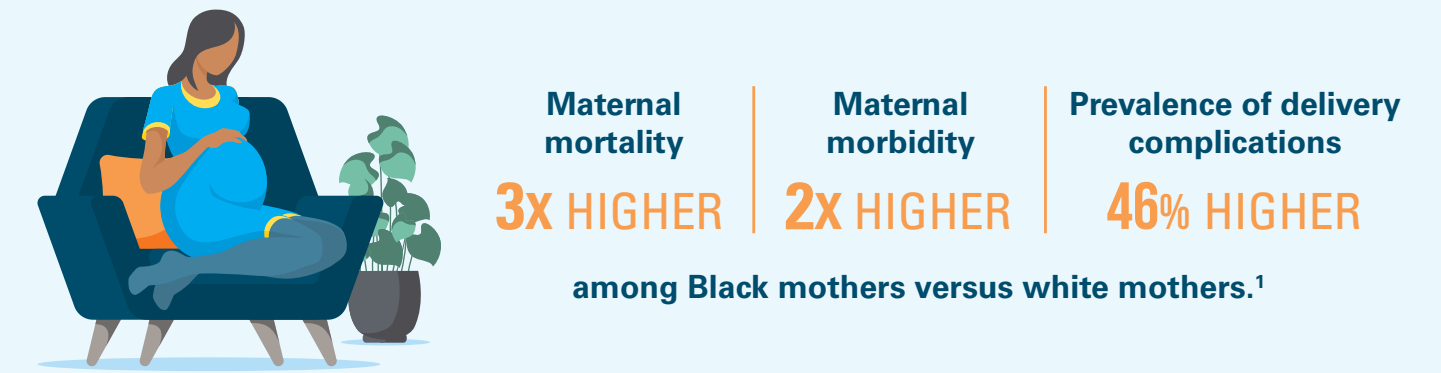
MATERNAL HEALTH

BEHAVIORAL HEALTH

DIABETES

CARDIOVASCULAR CONDITIONS

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



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.

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| Tracey D. Brown American Diabetes Association® | Adaeze Enekwechi, PhD, MPP Milken Institute School of Public Health at George Washington University | Stacey D. Stewart March of Dimes |
| Marshall Chin, MD, MPH University of Chicago | Maria S. Gomez, RN, MPH Mary’s Center | Richard Taylor ImbuTec |
| Gilbert Darrington Health Services, Incorporated | Rachel R. Hardeman, PhD, MPH University of Minnesota | 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.