

Vaccines Save Lives: Insurance Provider Commitment to Promoting Equitable Vaccine Access

November 16, 2023

Insurance Providers Support Recommended Vaccines

- Vaccines save lives
- Insurers collaborate across public health, providers, others to promote equitable access
 - Minneapolis measles outbreak
 - HPV messaging strategies
 - Barbershop, school-based clinics
- Key challenges:
 - Increased vaccine resistance and conflicting information
 - Falling vaccination rates, especially among children
 - Inequitable access

Initial COVID-19 Vaccines – Health Insurer Leadership

- AHIP engaged with the Administration and health plans to promote access to the new COVID vaccines with seniors and other vulnerable populations
 - Vaccine Community Connectors Initiative
- Health insurers embarked on creative community-based partnerships to reach people where they were

Health Insurance Providers Help Vaccinate More Than 2 Million Seniors Against COVID-19 in Underserved Communities

Press Release

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Vaccine Community Connectors campaign exceeds goal in under 100 days; insurance providers continue their commitment to improve health equity and create better health outcomes

WASHINGTON, D.C. – July 1, 2021 – Health insurance providers helped vaccinate more than 2 million seniors against COVID-19 in under 100 days as a result of the [Vaccine Community Connectors \(VCC\) program](#). The VCC leveraged data on social determinants of health to improve equity and break down barriers to vaccine access for Americans in the most at-risk communities. More than 50 health insurance providers are now participating in this public-private partnership, launched by [AHIP](#) and the [Blue Cross Blue Shield Association](#). Lessons learned will help health insurance providers connect more effectively with communities to tackle other pressing health challenges.

The VCC program was initiated to encourage the vaccination of people over the age of 65 in socially vulnerable communities. As organizations like the [Association for Community Affiliated Plans](#) have joined the VCC program, these efforts have extended to encompass Medicaid enrollees and other underserved populations. Health insurance providers continue to invest to encourage every eligible

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Updated COVID-19 Vaccines – Health Insurers Stepped Up

Challenges in the early weeks of the roll out

- Transition from public purchase to private purchase and reimbursement
- Consumer confusion regarding in-network vs. out-of-network
- Coding/system/technology issues
- Pharmacy/provider ability to access and delivery vaccines

Health plans stepped up

- AHIP, other health plan trade associations engaged with the Administration to address issues on a timely basis
- Daily calls with Administration officials
- Ongoing communication with health plans
- Secretary Becerra recognized health plan efforts to address issues quickly
- AHIP/trade associations responded in a joint letter reaffirm our commitment to ensure patients have timely access to the updated COVID vaccines with no cost share

Thank You