



MASSACHUSETTS



Blue Cross' corporate citizenship vision is to help people in Massachusetts thrive as healthy and engaged citizens by supporting programs and organizations that champion healthy activities, healthy eating, and healthy environments.

Since its founding in 1937, Blue Cross Blue Shield of Massachusetts has been committed to strengthening communities across the state. Today, the company's corporate citizenship strategy is a result of ongoing assessments of community needs, market research and the evolution of our company's consumer-focused business strategy, and focuses on a Healthy Living platform defined by three interrelated components—healthy eating, healthy, active lifestyles and healthy environments. Blue Cross' corporate citizenship vision is to help people in Massachusetts thrive as healthy and engaged citizens by supporting programs and organizations that champion healthy activities, healthy eating, and healthy environments.

IN OUR COMMUNITY

Each year, our company generates a substantial positive impact on the local economy. We measure this influence in terms of business volume, employment, government revenue, and benefits to the community. We are a not-for-profit company, but, unlike most other not-for-profits, we pay significant federal, state, and local taxes or assessments. We are also different from other not-for-profits in that we do not receive or solicit charitable donations, and we do not benefit from tax-exempt financing. Blue Cross Blue Shield of Massachusetts' has an estimated economic impact of more than \$1.6 billion. In 2017, we employed a diverse and inclusive workforce of 3,700 people, paid \$185 million in taxes, assessments and contributed \$9.4 million to the community.

3.3k

employee volunteers engaged in 284 service projects with a \$1.25M value of service

\$6m

contributed to 441 nonprofits statewide

\$3.4m

in grants to 73 community organizations by Blue Cross Blue Shield of Massachusetts Foundation

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aboutus.bluecrossma.com/corporate-citizenship/healthy-living

34 providers from Codman Square Health Center wrote referrals in the first year

104 families have enrolled in the Dot Rx program and met with a peer coach

Blue Cross and Blue Shield of Massachusetts' Healthy Living Collaborative, Dot RX

Blue Cross and Blue Shield of Massachusetts' Healthy Living Collaborative, Dot Rx, combines the resources and expertise of six nonprofit organizations to make it easier for residents of Boston's Dorchester neighborhood to become more physically active, adopt healthier eating habits and spend time enjoying the outdoors.

Individuals and families that receive Dot Rx prescriptions from physicians at Codman Square Health Center have access to free or reduced-rate resources and activities at Daily Table, Dorchester YMCA, Healthworks Community Fitness and Appalachian Mountain Club's Outdoors Rx program.

Peer coaches recommend programs that best fit each family's needs and help them stay motivated and engaged. "I ask them to set specific, realistic goals, recommend Dot Rx programs to help them get there, and monitor progress," says Coach Charndra McKay. "I'm there to be someone they can reach out to and help them stay accountable." Coaches are recruited and trained by Union Capital Boston, a nonprofit that transforms social capital into opportunity by rewarding community engagement.

Although healthy prescription programs are not new, Dot Rx is the first to bring together a health plan, multiple nonprofits and a community health center to design and test an approach that can impact the health of underserved communities. BCBSMA has committed \$1 million over two years in financial grants and pro bono support.



Blue Cross is proud to serve and lead in the community. Our Dot Rx program, in collaboration with Codman Health Center and local not-for-profits is helping individuals and families eat healthier, get more active, and access safe and healthy environments. Healthy prescription programs aren't new, but Dot Rx is bringing together unlikely collaborators—a health plan, not-for-profits and a community health center—to test an approach that's already having an impact on the health of underserved communities.

ANDREW DREYFUS

President & CEO