

Government and Community Relations

2024 Report



Statement of Licensee

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The Blue Cross and Blue Shield system of individual Plans is not a single entity, but rather an association of independent licensee companies.

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“Without obligations to shareholders or stockholders, our focus remains on serving our members and communities, both now and in the future.”

Dear Lawmakers and Community Partners,

Since 1942, Blue Cross and Blue Shield of Kansas (BCBSKS) has remained steadfast in our commitment to enhancing the quality of life for Kansans. Over the years, health care has evolved beyond physical well-being to include the many social, economic and environmental factors that shape each individual's health journey. This broader view of health is at the heart of our work in the Government and Community Relations Division. As the primary liaison to public policymakers, government officials, regulators and community partners, the Government and Community Relations team manages the BCBSKS role as a responsible corporate citizen. Our efforts encompass corporate giving, fostering community partnerships and supporting initiatives aimed at improving the health outcomes of Kansans.

In the past year, we have strategically expanded our Government and Community Relations team and deepened our expertise to meet the complex and changing needs of our members and communities. This growth strengthens our ability to address the evolving challenges of shaping health policy and foster impactful collaborations for our members and communities.

As a not-for-profit health insurance provider, BCBSKS operates solely for public benefit. Without obligations to shareholders or stockholders, our focus remains on serving our members and communities, both now and in the future.

2024 was marked by innovative engagement with Kansans, and these achievements were made possible by the dedication of community partners and the shared belief that together, we can create a healthier Kansas.

We are grateful for your continued partnership and look forward to the progress we will achieve in the year ahead.

To a healthier Kansas,



Sunee Mickle

Vice President,

Government and Community Relations

Value & Community Impact

In 2024, 87.8% of every premium dollar went to member care.¹

As a member-owned, not-for-profit company, 1% of your premium dollar goes to taxes² and 11% goes to operate our business. These administrative fees include general business operations to serve you, our groups and members, and to ensure financial stability so we are there when you need us. These administrative fees are some of the lowest, nationally, for a health insurer.

Taxes paid by BCBSKS support local, state and federal social services and programs, including education, health care, transportation, social security, corrections, veterans and other vital public services.



¹ Member care includes the following claims: hospital, facility, health care provider, drug and dental claims. Claims expense allocation is based off of 2024 paid claims.

² Taxes include payroll, federal and state income, personal property, real estate and premium tax and exchange fees for Blue Cross and Blue Shield of Kansas and its subsidiaries.

Government Relations

Government Relations

The Government and Community Relations division serves as the company's primary contact with state and federal policymakers. As the state's largest mutual, not-for-profit health plan, we served nearly one million members in 2024. We support our members, here in Kansas or wherever they may reside, through:



Dependability – As trusted experts in health insurance information for all Kansans, we work with the Kansas Legislature and federal officials to provide accurate and reliable information.

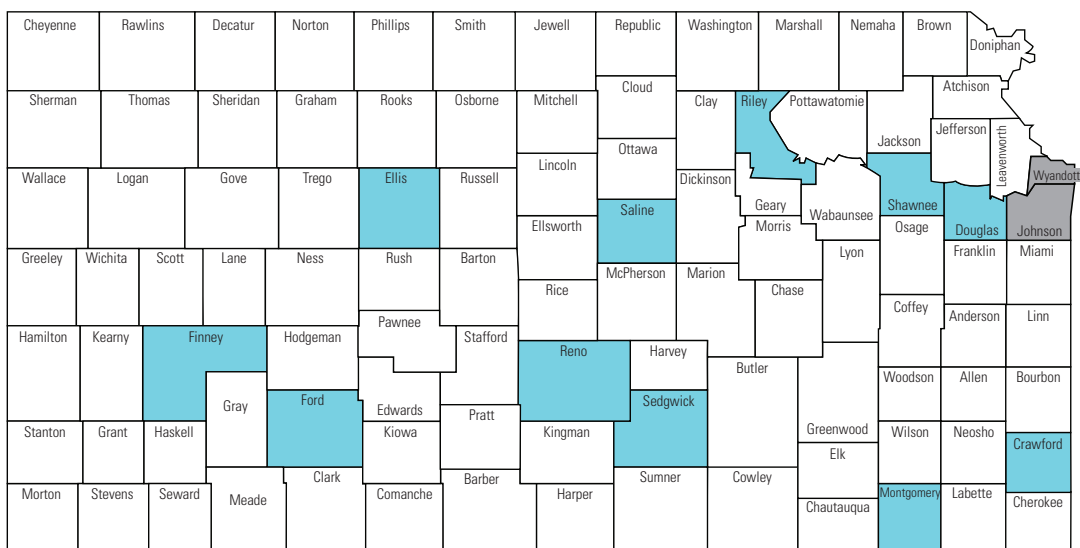


Courage – The Kansas Legislature and Kansas Insurance Commissioner selected BCBSKS to lead and provide our expertise in bold efforts to shape a 10-year strategic plan to modernize the state's behavioral health system.



Integrity – BCBSKS is leading a movement to give Kansans a health care system that works – one that they can trust, understand and afford. As part of our work to help make health care more affordable, we partner with the Kansas Legislature to educate lawmakers on the true cost implications of policy proposals.

As the most trusted health insurance plan in Kansas, our team serves members at the Kansas Statehouse.



■ Not in service area ■ BCBSKS office location

What Kansans are saying about health care

In a June 2024 statewide survey of more than 1,000 Kansans, we learned:

- **Half of Kansans** have delayed seeing a doctor or going to a hospital because of the cost of care.
- The cost of health care is a **bigger concern** for Kansans than access or quality of care.
- **45% of Kansans** report that hospital bills have skyrocketed in recent years.
- Nearly **8 in 10 Kansans** say health care costs are a major concern, second only to groceries and gas.



What we are doing to help control costs

We are deeply invested in working to control costs while still giving our members great value with their health care. Affordability is about striking the right balance between efficiency and value.

- **Partnerships:** Working with hospitals and providers to build contracts that incentivize high-quality care and services, which has been shown to reduce costs and improve value.
- **Pursuing affordability:** We implement smart strategies to help protect families and businesses from rising health care costs. By working closely with the business community, we listen to their needs and support access to affordable health insurance, helping businesses thrive across Kansas.
- **Efficient use of premiums:** Of every insurance premium dollar a BCBSKS member pays, almost 90 cents goes directly to member care through claims paid to hospitals and providers.

Leadership and Innovation

Guided by our mission of being the insurer that Kansans trust with their health, the following are areas of focus for BCBSKS.

Affordability: Health care costs affect everyone, including individual patients, employers and providers. Our focus is on affordability, and we are committed to finding new, creative ways to connect our members with high-quality care at a lower cost. In a June 2024 statewide survey, Kansans voiced their concerns about health care today – we are listening and are working to help control their costs.

Innovation: Health is impacted by many things that happen outside of a doctor's office, including diet, exercise, commercial tobacco use and more. Poor diet can result in conditions like diabetes and cardiovascular disease, which require expensive medical care and result in higher health care costs for all. Through Blue Health Initiatives, we're helping communities create sustainable change to prevent disease.

One of the ways we're able to do this is through supporting Fitness Courts across the state. In 2024, four new courts launched in Wichita, Seneca, Parsons and Junction City. We were also able to work with Healthy Blue, the Kansas Medicaid plan, to launch a court in Spring Hill. The courts were used an estimated 105,750 times with 4,230 estimated new active users in 2024.

To help our members afford prescription medications, we've implemented several programs to decrease the financial impact for groups and members. One of these is through HighTouchRx which identifies savings opportunities for members with high-cost specialty conditions. Pharmacist-led provider outreach optimizes drug therapy and delivers savings. The program has saved over \$6.1 million since it was implemented in 2022 including over \$1.8 million in 2024. Pharmacists conducted 227 interventions with over \$8,100 in savings per claim.

Because BCBSKS is a mutual insurance company that operates like a not-for-profit health plan, we pass along those savings to our members.

Health Education: Our case managers and our disease and wellness management teams work with members and their health care team to coordinate services to meet member needs in a quality and cost-effective way. They facilitate access to in-network providers, assist with discharge management and help connect the member with community resources to aid in their recovery. Our registered nurses serve as coaches to help members manage asthma, COPD, diabetes, heart disease, high blood pressure and high cholesterol. Through our wellness management programs members can discuss lifestyle changes such as tobacco cessation, weight loss, stress management and maternity planning.

Growth and Progress: We were the first health plan in the State of Kansas. We use our strong heritage to build a brighter future by showing up for Kansans in every stage of their life. In 2024, Healthy Blue was awarded the KanCare contract and will have the opportunity to serve the Medicaid population beginning in 2025. Healthy Blue Kansas is an alliance formed by BCBSKS and Blue Cross and Blue Shield of Kansas City, in conjunction with Anthem Partnership Holding, now known as Elevance Health. Additionally, a record number of Kansans enrolled in our Medicare coverage.

Dependability: BCBSKS began covering telehealth and telemedicine services in 1993, recognizing early the potential of technology to increase health care access and affordability for all Kansans.

We carefully designed our telehealth benefit to ensure it would not displace health care providers in rural Kansas communities and to encourage members to continue coordinating care through their local primary care physicians.

Kansans want the convenience of seeking care when they need it and how they need it. As part of our efforts to reduce barriers to care, behavioral health providers now receive 105% reimbursement from BCBSKS for their

delivery of telehealth services. Additionally, BCBSKS permanently expanded the types of medically appropriate visits allowed via telehealth – including e-visits, virtual hospice services and speech and occupational therapy. Supporting telehealth helps ensure sustainable access to care in rural areas of our state, without compromising the quality-of-care BCBSKS members receive.

Courage: We are focused on improving health outcomes for all Kansans, which requires courage to try new ideas and take risks.

We are committed to identifying disparities in health outcomes across our state, wherever they may occur. This includes looking for ways to improve access to quality care for both rural and urban residents. Better health outcomes benefit all Kansans and help control health care costs.

We are working in all areas of this strategic framework to:

- Analyze data that measures disparities.
- Scale effective programs.
- Work with providers to improve outcomes.
- Lean into partnerships at the community level.





Government Relations 2024 Highlights

Prior Authorizations: In 2024, BCBSKS partnered with providers to pass a bill that requires health plans to stand up electronic prior authorization processes by January 2028. This modernized process will streamline medical reviews to ensure information is transmitted in a timely manner.

Provider Associations: In 2024, the BCBSKS Government Relations team met with provider associations to build shared trust, improve communication and encourage informal discussion and resolution of issues without needing to involve state government.



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The Blue Cross and Blue Shield of Kansas Foundation

The Blue Cross and Blue Shield of Kansas Foundation

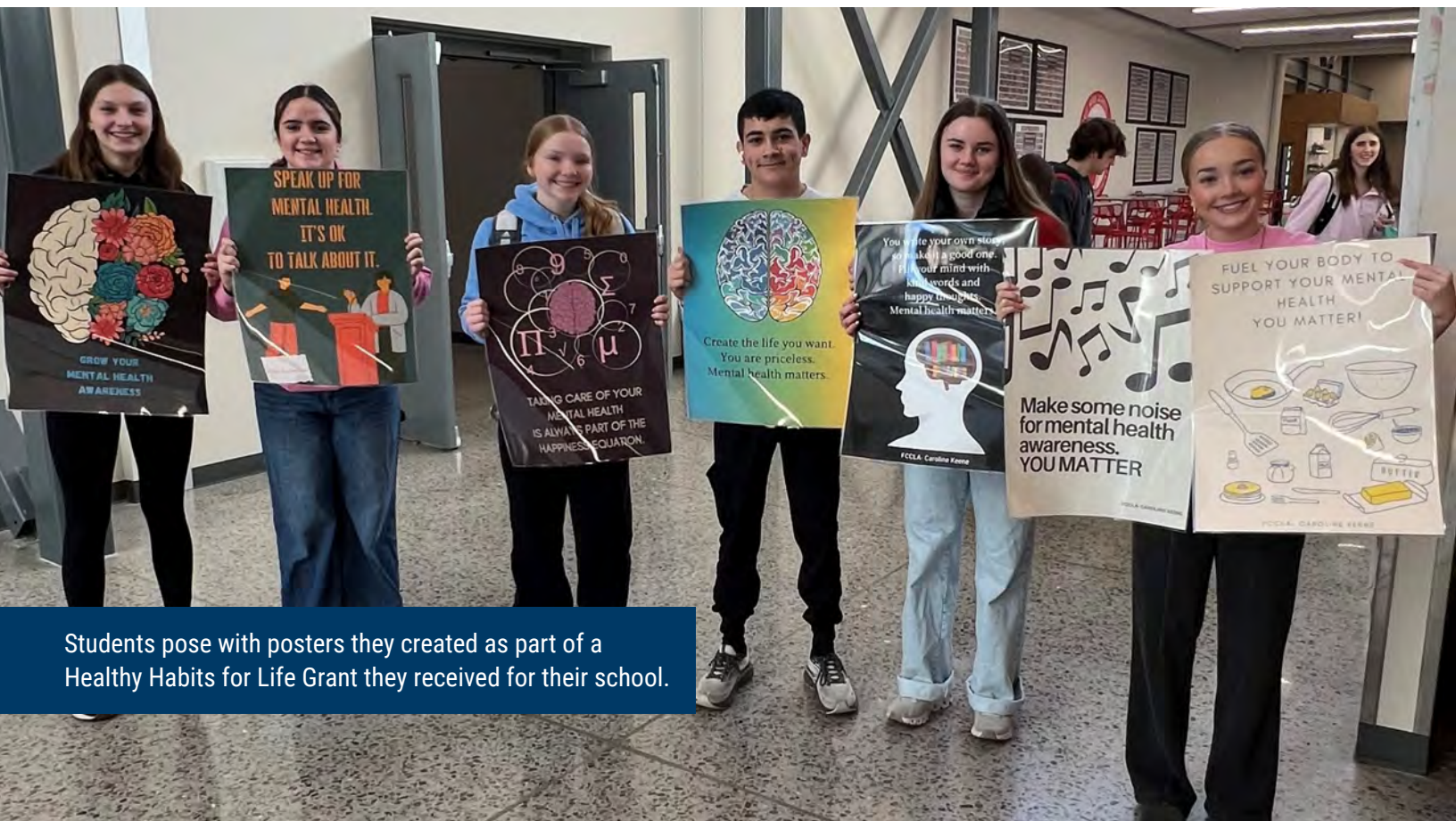
The Blue Cross and Blue Shield of Kansas Foundation has been promoting the good health of Kansans since 2005 by providing financial support for initiatives that focus on the key health issues impacting the lives of Kansans.



It is the Foundation's goal to improve the health and well-being of the communities we serve.

The Foundation has five main funding pillars:

- Health improvement
- Community health access and health education
- Healthy behaviors
- Prevention initiatives
- Direct health services to the uninsured



Students pose with posters they created as part of a Healthy Habits for Life Grant they received for their school.

Scope of Giving

Since 2005, over \$10.9 million has been provided to initiatives that create a healthier future for all Kansans. The Blue Cross and Blue Shield of Kansas Foundation focuses on funding initiatives that address health and wellness, mental and behavioral health and health equity initiatives.

Grant Spotlights

KU School of Medicine Wichita (Statewide)

– As part of a three-year commitment, the BCBSKS Foundation is providing funding for a physician fellowship program in child and adolescent psychiatry. With a critical shortage of psychologists across Kansas to help children living with mental health challenges, this program will help more children receive the help they need, enhance knowledge for other health professionals and help stop the long-term effects of untreated mental health issues. In 2024, the Foundation provided \$100,000.

Kansas State Fair (Hutchinson) – Provided support for handwashing stations and *Stop the Bleed* kits at the Kansas State Fair.

Kansas Mission of Mercy (KMOM) (Salina)

– This is a free dental clinic held in Kansas each year to provide dental services to the uninsured. The Foundation made a \$40,000 gift for the KMOM held in February.

Community medical and mental health centers funding

– Provided \$70,000 in support for uninsured patients at 17 community medical centers and 18 community mental health centers across Kansas.

BSN, technical schools and community

colleges health-related scholarships – Invested \$108,000 in health-related scholarships at post-secondary institutions throughout Kansas, including 12 colleges/universities, six technical schools and 16 community colleges.

Healthy Habits for Life

Healthy Habits for Life is a major grant-giving program of the Foundation for schools. It is offered to help schools fund physical and mental health initiatives for students in kindergarten through grade 12.

In 2024, a total of **107 grants** were given, totaling **\$197,047** in funding for healthy initiatives for students.



BlueCross BlueShield Kansas

Foundation



Marlou Wegener

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Community Relations

Community Relations

Kansans Serving Kansans



Service is at the heart of who we are. We roll up our sleeves, give back and team up with local partners — walking beside our neighbors to build a healthier, stronger Kansas where every community thrives because this isn't just where we work, this is our home.

Volunteerism

At BCBSKS, we've learned something simple but powerful; when our employees take time to give back — even just one hour — it creates a ripple. It boosts morale. It builds connections. It reminds us that we're part of something bigger than ourselves. Volunteering isn't about

checking a box or logging hours, it's about real people — our friends and neighbors — getting the help they need. Outside of our corporate volunteerism efforts, our employees continue to show up and give back alongside their friends and families in the communities we serve.



Major volunteer projects included:

- 1,032 hours Meals on Wheels
- 205 hours Junior Achievement
- 370 hours Nancy Perry Day of Caring
- 200 hours for miscellaneous projects

That totals 1,807 hours invested into community projects.

Health-focused Support

FutureReady Healthcare Center (Wichita) – BCBSKS has pledged a total of \$600,000, spread out over six years, to help support programming at the FutureReady Healthcare Center, located at WSU Tech’s south campus in Wichita. This level of support allowed BCBSKS naming rights to the facility. The FutureReady Healthcare Center encompasses 16,000 square feet of space and features eight classrooms and four cutting-edge labs (including the CNA Skills Lab, EMT Lab, Phlebotomy Lab and EKG Lab/Classroom). In 2024, 142 students were served.

Boys and Girls Club (Statewide) – As part of an effort with the Blue Cross Blue Shield Association to provide trauma-informed care training to Boys & Girls Club staff across the nation, Community Relations is furthering the partnership by establishing a local relationship with these clubs to develop opportunities for employees to support the growth and development of local children.

Corporate contributions primarily support non-profit organizations in our service area that have a health-related focus. Most of the funding goes to support event sponsorships that benefit area non-profit organizations. The budget prioritizes funding corporate community relations projects and organizations where staff serve as board members. Funding decisions are made by a broad committee of employees.

A great story of education in action emerged out of the FutureReady Healthcare Center in 2024. A high school senior enrolled in the EMT program was arriving at a choir concert and was met at the door with an urgent request for help. He retrieved his medical bag and found an older gentleman in distress. The student immediately instructed bystanders to call 911 and grabbed an AED while beginning chest compressions. While EMS was enroute, the student and those assisting performed CPR, used the AED and ultimately revived the patient. By the time EMS arrived, the gentleman had regained a pulse and was breathing on his own. The student was recognized by many organizations for putting coursework to use in the real world in this incredible, life-saving effort.



Heather Krull, Community Relations Specialist, poses with a student enrolled in the EMT program at FutureReady Healthcare Center.



\$549,420 to 110 organizations in 2024



Shield Against Violent Environments (SAVE)

We are committed to providing employees with a safe and healthy workplace where domestic violence will not be tolerated. The Shield Against Violent Environments (SAVE) program, which is in its 23rd year, was implemented to provide employees who have experienced or are currently experiencing a domestic violence situation with resources and assistance.

Through corporate giving, we were able to further support domestic violence survivors and education through supporting the Kansas Coalition Against Sexual and Domestic Violence (KCSDV) 2024 Advocacy Day and

Silent Witness Exhibit, a project that seeks to raise awareness about the impact of sexual assault, domestic violence and stalking in Kansas by honoring victims who have lost their lives to this violence. We also supported Jana's Campaign's Heartland Campus Safety Summit and their fundraiser An Empty Place at the Table. Jana's Campaign works to provide quality educational programming that prevents gender and relationship violence.

United Way Employee Giving Campaign

For more than 50 years, BCBSKS employees have helped to cultivate positive, sustainable change for families in Kansas through their generous donations and partnership with local United Ways across the state. This support includes employee giving, volunteerism, board service, and corporate and Foundation giving.



**In 2024, 498 employees
contributed \$167,550.**



American Red Cross Disaster Response

In 2013, through a unique partnership with the American Red Cross, BCBSKS established our Disaster Response Team (DRT) to support Kansans impacted by major disasters such as tornadoes, floods and storms. Our trained volunteers deploy to large-scale emergencies to provide shelter, food, emotional support, health services, damage assessments, relief supplies and more.

DRT members also volunteer their personal time to respond to smaller, local incidents like house fires, working alongside first responders as part of Disaster Action Teams (DAT) in their own communities.

Together with the American Red Cross, BCBSKS employees continue to answer the call when disaster strikes, offering hope and help when it's needed most.



For some team members, the mission is deeply personal:

“When I was 15, I was home alone when our house caught fire. Shortly after the fire department arrived, Julie from the Red Cross Disaster Response Team was there. She stayed by my side for two hours until my parents returned, offering comfort and connecting us with resources to help us through an overwhelming loss. That experience is why I now serve on the Red Cross Disaster Response Team. I’m proud to work for a company that brings comfort, support and hope to our community when they are facing some of their hardest days.”

– Jessica McGuire, DRT Member



BCBSKS employees volunteering at the Nancy Perry Day of Caring.



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Blue Health Initiatives

Blue Health Initiatives

Transforming Kansas Communities

Blue Health Initiatives works to invest in communities to create sustainable, healthy places where Kansans live, work and play in ways that improve the quality of their lives. We are taking a holistic approach that focuses on the policies, systems and environments that shape our lives.

Our core values help guide our work:



Dependability – By providing community coalitions with the tools and resources needed, we are helping communities remove barriers to healthy living.



Growth and Progress – Helping to pilot innovative solutions will help address the unique needs of our state.



Service – Through encouraging healthy lifestyles, our goal is to inspire healthy behaviors for life.

Our investment in communities and partnerships through Blue Health Initiatives is improving health and quality of life in Kansas.

Since its inception in 2016, Blue Health Initiatives has invested more than **\$46.3 million** across Kansas.

Dependability: Pathways to a Healthy Kansas

The Pathways to a Healthy Kansas initiative, known as Pathways, is the largest community grant initiative ever funded by BCBSKS. It combines community-wide, evidence-based solutions and practices to help Kansas communities improve active living, healthy eating and commercial tobacco prevention. The initiative provides community coalitions with the tools and resources needed to engage their communities and remove barriers to healthy living.

Pathways addresses the social determinants of health, which are the conditions in which people are born, grow, live, work and age that fundamentally affect a wide range of health outcomes and risk. Pathways aligns with

the U.S. Department of Health and Human Services' Healthy People 2030 framework for the social determinants of health and focuses on the conditions that are drivers of health in a community: Economic stability, education access and quality, health care access and quality, neighborhood and built environment, and social and community context.

2024 was a huge celebration year for the Pathways communities – 24 communities celebrated their accomplishments as the second phase of funding came to a close. The third cycle of Pathways funding was announced in January 2025 for 19 communities.

Pathways key 2024 achievements:

- Phase 2: **268 grants** awarded to **194 organizations** for a total of **\$5,957,000**.
- **\$10,573,363** in-kind, match and related funds for communities in addition to Pathways grants.
- **322 policies** passed.

Success Stories

Douglas County: "Fitness Prescription"

LiveWell Douglas County, LMH Health, Heartland Community Health Center and Lawrence Parks and Recreation partnered together to offer a new physical activity prescription program for patients with pre-diabetes and diabetes, connecting them with local physical activity options to help improve their health. This program is featured in an online story by BCBSKS. Visit <https://blog.bcbsks.com/> to read!

Healthy Food Prescription Program

The Food and Farm Council of Riley County and City of Manhattan came up with a creative solution to increase fruit and vegetable consumption for food insecure individuals and families. The program, “Eat Your Colors,” provides food insecurity screening, produce education and offers high-risk households \$25 produce vouchers that can be redeemed at Hy-Vee or the Downtown Farmers Market in Manhattan.

The voucher program involved six partner organizations/recipients, all of whom are well-informed about the initiative. Each provider is aware of the program and serves individuals with medical needs. While all participating programs have some level of awareness, education is a central component directly tied

to the initiative. As a pilot program, each group implemented it differently, with varying eligibility criteria depending on the center. For example, some focus on diabetes, others on pregnant mothers, students with eating disorders or allergies, and so on — each developing their own guidelines. A noticeable increase in voucher use was observed as awareness and education efforts expanded.

“Riley County has had one of the highest food insecurity rates for over 30 years. Programs like the Pathways RX food prescription, that help vulnerable populations access healthy food and make informed choices are valuable — but we can and must do more,” said Vickie James, coordinator.

Results:

- **Hy-Vee:** 380 \$25 vouchers redeemed, totaling \$9,500.
- **Farmers Market:** 202 \$25 vouchers redeemed, totaling \$5,050.



Growth and Progress: Trailblazers

The NXTSTAGE Community Health and Vibrancy Competition

BCBSKS was the presenting sponsor of the NXTSTAGE Community Health and Vibrancy Competition for the fourth year in a row. The competition is part of our Trailblazers initiative, which tests new ideas to solve unique challenges in Kansas.

In 2024, the program brought together seven community partners from leading Kansas health and economic development organizations and 10 innovative finalists from around the world. Together, they explored how technology could help improve health outcomes across the state.



Since 2021, the competition has kick-started 55 local and statewide projects, and this year's program attracted 136 competitors from 31 states and 11 countries. Of these diverse competitors, 72 percent had females or minorities on their founding teams, and 100 percent of the finalists had ethnic minorities or females as founders.

Thrive Allen County was a recipient for NXTUS initiative in 2024. In this pilot program, Thrive Allen County forged a vital partnership with Myri Health to bring advanced digital health support to perinatal and postpartum women in Allen County and throughout Southeast Kansas. This collaboration introduced the Myri Health app directly to new and expectant mothers, offering personalized guidance and resources during a critical time in their health journey.

The app leveraged science and AI to provide proactive health assessments and spot risks early, helping to prevent complications and ensure a healthier experience for both mother and child. To effectively reach those who need it most, Thrive Allen County also worked closely with the Southeast Kansas Multi-County Health Department. This key partnership enabled health department staff to distribute information about the Myri Health app to women accessing WIC services, ensuring that under-resourced mothers throughout their service area had access to this innovative tool for their postpartum health and well-being. In 2024, they assisted 20 women.

Service: Healthy Lifestyles

Healthy Lifestyle grants are a collection of statewide initiatives that engage people of all ages. The grants promote healthy habits and active living and are designed to meet the unique needs of each community. In 2024, we funded four new BCBSKS Outdoor Fitness Courts, with plans for five Fitness Courts in 2025. The courts were used an estimated 105,750 times with 4,230 estimated new active users in 2024.



Virginia Barnes

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Health Equity

Health Equity

Pursuing a More Equitable Health Care System

At BCBSKS, we value you, your culture and community. By improving outcomes at both the individual and community level, we're committed to pursuing a more accessible, inclusive and equitable system that helps everyone reach their full health potential.



Service – By partnering with other organizations in our state, we'll be able to support and advance this work.



Growth and Progress – Data collection will help guide efforts to address differences in health outcomes and improve health for all communities in our state.



Courage – As we continue to build this program, we will work to create lasting, sustainable change in our state.

Everyone should have a fair opportunity to reach their health goals. Equality means giving everyone the same access to care. Equity means recognizing that some people face more barriers to health — like living far from a clinic or having fewer resources. It's not about special treatment — it's about making sure everyone has a fair opportunity to be healthy.

Service: Fostering Collaboration and Growth

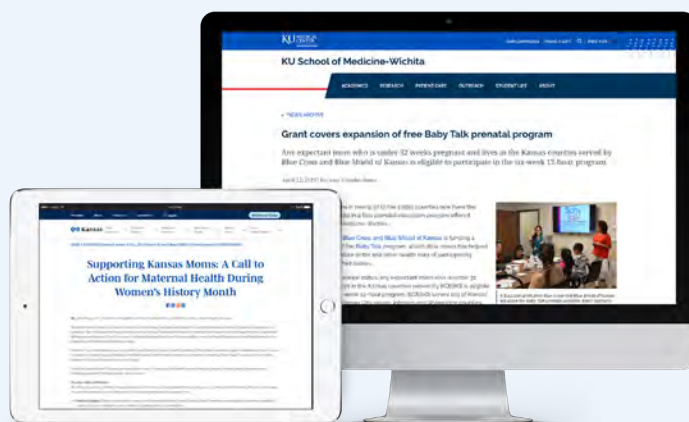
We partner with community organizations, health care partners and health equity advocates to support and advance equity efforts throughout Kansas. We have sponsored several health equity events and conferences across the state, which provides opportunities to bring stakeholders together in shared learning and networking.

The Kansas Health Equity Summit was a one-day event designed to bring together the state's equity leaders and champions to accelerate and make progress on our collective expertise. BCBSKS partnered with KFMC Health to host the 2024 event. The conference touched on a variety of areas with a theme of "Creating Oases in the Deserts." BCBSKS staff served on the planning committee and assisted with conference management.

Health Equity Accreditation – We applied for URAC Health Equity Accreditation in 2024 and were awarded the designation in 2025. Pursuit of Health Equity Accreditation demonstrates a commitment to aligning with best practices and high standards for equitable care and health outcomes.

Service: Supporting Learning around Maternal Health

Throughout 2024, we looked for opportunities to increase education on maternal health. These opportunities included an OpEd that was circulated statewide as well as a partnership with Baby Talk. Baby Talk is through KU Wichita Pediatrics and offers a free prenatal education program.



Growth and Progress: Data-driven Decision Making

Maternal Health Work: BCBSKS is using data to identify the extent of maternal health challenges within our membership. Using data helps us to understand the unique health challenges our membership is facing and to identify potential interventions to improve health for our members and the Kansas communities we serve.

Interventions we are pursuing:

Pregnancy Wellness Management: Increase enrollment of high-risk pregnancies in the BCBSKS Pregnancy Wellness Management program, which includes one-on-one guidance with a nurse.

Blue Distinction Centers: Working with hospitals to earn Blue Distinction Center – Maternal Health designation, which demonstrates high maternal health quality.



Risk factor disparities by race and ethnicity

Mothers of all races and ethnicities have risk factors that can cause health problems, but each vary by number and which have the highest likelihood of causing issues.

Black members



5 risk factors

Hispanic members



4 risk factors

White members



4 risk factors

Asian members



3 risk factors

Supporting Healthier Pregnancies and Mothers Across Kansas

At BCBSKS, we're committed to improving maternal health for our members and communities. We believe every mother deserves access to quality care and support throughout pregnancy, childbirth and beyond. Through our programs, resources and care, we're working to create a more inclusive and equitable health system that helps Kansas moms and babies thrive.



Learn more in our Supporting Kansas Moms blog: www.bcbsks.com/news-release/supporting-kansas-moms-call-action-maternal-health-during-womens-history-month

Courage: Advancing Health Equity

BCBSKS is committed to advancing the health of all Kansans.

Collect data to measure health outcomes

– We are working closely with internal stakeholders to ensure our internal data can tell a comprehensive and cohesive story of health equity among our members and the various health disparities and inequities they face.

Scale effective programs – Data will be used to determine which interventions can be deployed to have a positive impact on the health of both our members and all Kansans.

Work with providers to improve outcomes and address unconscious bias

– We are strategically partnering with statewide organizations to provide opportunities for improving health outcomes with providers, including providing funding for the Kansas Birth Equity Network.

Work with partners and collaborators to improve health outcomes

– We recognize we cannot do this work alone, to be truly effective it must be done with trusted community partners. We are working to establish strategic statewide and community-level partnerships to foster growth in our equity work.

Influence health policy discussions at the local and state levels – Our Health Equity program is organizationally placed within the Government and Community Relations division, allowing for strategic partnerships.



Virginia Barnes

Director, Blue Health Initiatives



Sonia Jordan

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**We are Kansans serving Kansans and are honored
to have served this state for more than 80 years.
We look forward to continuing to partner with you
to improve the health of all Kansans.**



Visit us at [bcbsks.com](https://www.bcbsks.com)



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