Blue Cross Blue Shield of Massachusetts Releases COVID-19 Vaccination Public Service Announcement Video

Provides free resource for educational campaign promoting safe, effective vaccination

BOSTON, Jan. 25, 2021 /PRNewswire/ -- Blue Cross Blue Shield of Massachusetts ("Blue Cross") today released a new public health messaging video to support the COVID-19 vaccination effort. The 2-minute video, produced by Blue Cross' health news service Coverage, features Dr. Katherine Dallow, vice president of clinical programs and strategy at Blue Cross, sharing her perspective as a physician on the promise of the new vaccines.

"Public health experts have noted vaccine hesitancy may be a primary risk factor for COVID deaths in the next year," Dallow said. "Blue Cross is committed to sharing fact-based information about the safety and efficacy of FDA-authorized COVID-19 vaccines to help the public understand their benefit. Getting vaccinated against COVID-19 is one important step we can take to keep each other healthy, support our health care workers, and get Massachusetts businesses back on their feet."

Approximately 95% of Massachusetts residents are currently unvaccinated against the virus, which has infected nearly a half-million and killed nearly 14,000 in the state.

Blue Cross is covering the administration of all FDA-authorized COVID-19 vaccines, with no out-of-pocket cost for members.

As a public service, Blue Cross is making its PSA video available for republication free of charge for any media, governmental, educational, or public health messaging effort. See Coverage for more information about republishing this informational video.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (www.bluecrossma.org) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are committed to the relentless pursuit of quality, affordable health care *with* an unparalleled consumer experience. Consistent with our promise to always put our members first, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on Facebook, Twitter, YouTube, and LinkedIn. BlueLinks for Employers

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Additional assets available online: Video (1)