

- Evolving the company's current Diversity, Equity & Inclusion governance structure to include health equity issues, and publishing – company-wide – an enhanced scorecard that measures progress against other best-in-class companies to ensure accountability and transparency.

Standing for equity in our communities

The company is also:

- Partnering with the Greater Boston Chamber of Commerce Pacesetters Program to support a collaborative initiative to promote minority-owned businesses.
- Becoming the first company to make a public pledge to support the Greater New England Minority Supplier Development Council's new campaign for minority supplier development.
- Asking BCBSMA vendors to maintain a percentage of their business with diverse suppliers and to share related data.

An inclusive company culture

The most successful companies are the most diverse, inclusive, and innovative. Blue Cross regards diversity and inclusion at Blue Cross as central to the culture and values at the company. At Blue Cross, diversity isn't just about representation of people from different backgrounds, although that's critically important; it's also about ensuring the entire workforce feels respected, included, and empowered to contribute. 72% of Blue Cross employees are women, and more than 50% of the board of directors are people of color or women.

New initiatives include:

- Further educating Blue Cross leaders about their responsibilities in building an inclusive organization, understanding and eliminating bias in hiring decisions, and best management practices; these initiatives will be incorporated into internal performance metrics.
- Cultivating diverse candidate pools and increasing the development, promotion, and retention of people of color in leadership and at other levels
- Broadening cultural competency education for all employees to enhance awareness of unconscious bias and micro-aggressions
- Adding Juneteenth to the corporate holiday calendar beginning in 2021

[The Blue Cross Blue Shield of Massachusetts Foundation](#) also is making racial inequities in health care one of its three focus areas, along with access to care and mental health. The Foundation will work with its partners to identify policies that present barriers to equitable access to health care and coverage for people of color, and to diversify the workforce and leadership of health care organizations. In addition, the Foundation has launched seven focus groups across the Commonwealth to discuss with BIPOC-led organizations what they see as the solutions to structural racism and racial inequities in health care.

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](#)

SOURCE Blue Cross Blue Shield of Massachusetts

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