Blue Cross Blue Shield of Massachusetts Partners with The Dimock Center on COVID-19 Vaccination Video

Supports safe, effective vaccination campaign by amplifying voices of frontline providers

BOSTON, Jan. 13, 2021 /PRNewswire/ -- Blue Cross Blue Shield of Massachusetts ("Blue Cross") has partnered with The Dimock Center to produce a new public health messaging video to support the COVID-19 vaccination effort.

"The COVID-19 vaccines provide a vital opportunity to protect those who have been and stand to be most harmed by COVID-19," said Blue Cross Chief Medical Officer Dr. Sandhya Rao. "We are grateful to partner with Dimock to get out the message about the efficacy and safety of these vaccines."

"Our staff at Dimock have seen firsthand the devastation brought by the virus on every aspect of our patients' lives," said Dimock President and CEO Dr. Charles Anderson. "I am proud to share the voices of our providers, who have been on the frontlines of this pandemic for the past nine months."

The 3-minute video, produced by Blue Cross' health news service Coverage, features four frontline Dimock clinicians receiving the vaccine, and shares their perspectives on the pandemic and the promise of the new vaccines.

As a public service, Blue Cross and Dimock are making the video available for republication free of charge for any media, governmental, educational, or public health messaging effort.

Dimock is based in Boston's Roxbury neighborhood which, like communities of color across the country, has been hard hit by the virus, Dr. Anderson noted.

"We know that Black, Latinx and other communities of color are most at risk for exposure to COVID and suffer poorer health outcomes if they get it," Anderson said. "Many of the essential workers who keep our country running are from these communities."

National surveys have found higher levels of reluctance to take the vaccine among communities of color.

"Tragically, there have been historical instances of racially motivated medical oppression in the U.S., leading to justifiable skepticism and distrust. That makes it so important that, we as health care providers are transparent with our patients and staff," Anderson said. "I have looked carefully at the science, and I trust it. It is empowering to know that by coming together as a community to fight this virus with this vaccine that we are taking back our lives."

See Coverage for more information about republishing the 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, equitable, 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.

About The Dimock Center:
Founded in 1862 as the New England Hospital for Women and Children, Dimock is considered a national model for delivering comprehensive health care in an urban setting. Dimock is the largest employer in Roxbury, with over 500 employees. With the goal of breaking down barriers to care and correcting historic racial health inequities, Dimock is meeting the complex health and wellness needs of all members of the community, right where they live. Dimock provides over 19,000 local residents — primarily

Black, indigenous, people of color — with affordable, high-quality medical and behavioral health care and early childhood education annually.

SOURCE Blue Cross Blue Shield of Massachusetts

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Additional assets available online: Video (1)