BLUE CROSS BLUE SHIELD OF MASSACHUSETTS PUBLISHES 2024 IMPACT REPORT

BOSTON – June 18, 2025 – Blue Cross Blue Shield of Massachusetts ("Blue Cross") today released its 2024 impact report, showcasing how the company is pursuing its mission — to show up for everyone like they're the only one.

The report outlines the different ways Blue Cross is positively impacting its employees, members, employer customers, the broader community, and the environment.

What they're saying:

- **Sarah Iselin,** Blue Cross' president and CEO: "We're proud to be part of the most innovative health care system in the country–and we're committed to working with others to make it better, more affordable and more equitable in the years ahead."
- **Jeff Bellows,** Blue Cross' vice president of corporate citizenship and public affairs: "Our impact report shares stories of how, in 2024, we showed up with purpose as a responsible business and corporate citizen. As always, we are proud to affirm our commitment to Massachusetts—leading with steadiness, compassion and profound gratitude for our partners."

Highlights:

- Promoted primary care by growing our network and offering reimbursement increases of up to 30% to approximately 1,000 small, independent primary care providers.
- Earned Health Equity Accreditation from the National Committee for Quality Assurance (NCQA).
- Contributed $12.3 million in financial, volunteer and in-kind support to more than 360 not-for-profits.
- Recognized as one of the 50 most community-minded companies in the U.S., according to Points of Light, earning the top spot in the national health care sector.
- Eighty-five percent of Blue Cross employees participated in company volunteer programs, contributing over 21,700 hours of service to support the health of Massachusetts communities.
- Reduced carbon footprint by 6.1% in 2024, equivalent to growing 6,217 tree seedlings over 10 years.

Go deeper: View the full report here.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (bluecrossma.org) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are committed to showing up for everyone like they're the only one and guiding our members to the exceptional health care they deserve – affordably, equitably and seamlessly. In keeping with our commitment, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on Facebook, Twitter, YouTube, and LinkedIn.