



DIVERSITY, EQUITY AND INCLUSION





DIVERSITY, EQUITY AND INCLUSION

OUR PURPOSE IN PRACTICE

We won't stop until health care is better for all.

Diversity, equity and inclusion (DEI) are integral parts of our company. Because we know that improving the health and well-being of our members and our communities starts with us. By focusing on DEI, we can improve the health outcomes of not just our most underserved populations, but everyone across the state. And we aren't just joining the conversations about DEI, we're driving them with the aim of improving health care for all.

HERE ARE THE THREE KEY FOCUS AREAS OF OUR DEI EFFORTS:

PEOPLE AND CULTURE

We're working to create a diverse and inclusive environment at Blue Cross NC, one that reflects the diversity of our state.

HEALTH CARE EQUITY

We're advancing health care equity for our members and communities to promote accessible, high-quality and affordable care for all.

STRATEGIC PARTNERSHIPS

We're building a coalition of the willing that will work together to invest in the health and economic mobility of all North Carolinians.



“ To truly pursue our purpose of improving the health and well-being of our customers and communities, we must embrace diversity, equity and inclusion. They're essential elements in improving health care for all. ”

Tunde Sotunde MD, MBA, FAAP
President and CEO





DIVERSITY, EQUITY AND INCLUSION

THE KEY GOALS

We're holding ourselves accountable.

WITHIN OUR THREE KEY FOCUS AREAS ARE THESE GOALS FROM NOW TO 2026:

PEOPLE AND CULTURE	HEALTH CARE EQUITY	STRATEGIC PARTNERSHIPS
Creating a diverse and inclusive workforce.	Making health care better, simpler and more affordable.	Investing in and collaborating with our communities.
<ol style="list-style-type: none">1. Increase representation of people of color, women, LGBTQ+, people with different abilities and veterans at the senior level and above.2. Maintain or increase employee satisfaction and sense of belonging.3. Create more equitable opportunities and an inclusive culture throughout the organization.	<ol style="list-style-type: none">1. Improve tracking and monitoring of health disparities through self-reported member identity data.2. Reduce racial disparities in maternal and child health by 50%.3. Improve access to behavioral health care in rural and historically underserved communities by 25%.	<ol style="list-style-type: none">1. Support organizations led by or serving historically underserved and under-represented communities.2. Reduce disparities within maternal health, behavioral health, food insecurity and diabetes prevention.3. Educate on health disparities and empower those impacted by them.



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PEOPLE & CULTURE



OUR COMPANY, including *our leadership*, reflects the diversity of our workforce, our customers and our communities.

From many viewpoints, a richer perspective.

With our work to embed DEI throughout our company, we create representation that reflects the people of our state. And that representation fosters understanding, promotes collaboration and powers innovation. We also recognize and celebrate many cultures, so we come to know and appreciate the needs and concerns of others. And we come to know and appreciate what we have in common with others. That's what our DEI initiatives bring us – a clearer, richer picture of those we serve. As we make DEI an integral part of our company's culture, we create a company more attuned to our customers and communities – and one better equipped to address the health care issues that we face.



Diversity, equity and inclusion can mean a more productive, creative and *rewarding workplace* – as well as a company more responsive to and engaged with its customers and communities.



51%
Racial/Ethnic
Diversity

7%
Asian

3%
Hispanic
or Latino

2%
Two or
More Races

72%
Female

39%
Black or
African
American

49%
White

28%
Male



HEALTH CARE EQUITY



Better health care for all.

DEI provides the lens through which we view health. It's the lens that gives us the best opportunities to make the greatest impact on health outcomes – driving down health care costs and helping our customers and communities thrive. DEI helps us look deeper and with greater clarity at all the issues we face in health care. And ultimately – in the pursuit of our purpose to improve the health and well-being of our customers and communities – it's among the most powerful tools we have.

HEALTH CARE EQUITY: The absence of avoidable or remediable differences among groups of people, whether those groups are defined socially, economically, demographically or geographically.

Source: World Health Organization. Social Determinants of Health.



WORDS MATTER:

Diversity: The presence of people with different experiences, identities and perspectives. Primary and secondary dimensions give definition and meaning to our lives — and help shape the uniqueness found in each of us. These differences make us stronger as individuals and as a company.

Equity: Recognizes that each person or group of people has different needs and history and gives out the exact resources and opportunities needed for each individual or group to reach equal outcomes.

Inclusion: Creating an environment of involvement, respect and connection where the richness of ideas, backgrounds and perspectives are harnessed to create value.



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STRATEGIC PARTNERSHIPS



Working together.

Diversity, equity and inclusion are really at the heart of all we do at Blue Cross NC. They're central to our purpose: **"To improve the health and well-being of our customers and communities – we won't stop until health care is better for all."** A large part of making health care better for all is collaborating with other organizations in strategic partnerships to pursue our purpose. And really, that's what DEI is about here at Blue Cross NC – working together, engaged in advancing health equity across North Carolina and beyond.

To learn more about our DEI initiatives and what they mean to our customers and communities, visit [BlueCrossNC.com/diversity-equity-inclusion](https://www.bluecrossnc.com/diversity-equity-inclusion).

COLLABORATING to make a positive difference:

