



## You Can Help Patients Overcome COVID-19 Vaccine Hesitancy

State health officials confirm a fourth surge of COVID-19 is here. Louisiana now has the highest per-capita rate of new cases in the United States. The Delta variant and Louisiana's below-average vaccination rate is driving this surge.

Blue Cross and Blue Shield of Louisiana wants to help Louisianians **Get The Facts, Get The Vax**. We would like to support providers working with patients to overcome COVID-19 vaccine hesitancy. Together, we can help patients feel safe, prepared and comfortable getting the shot.

We created materials to share factual information about the COVID-19 vaccine. Use these, give them to patients, or like, share or repost them to social media accounts or on your website.

### Get The Facts, Get The Vax



Through our [Get The Facts, Get The Vax](#) outreach, we remind members that the U.S. Centers for Disease Control & Prevention (CDC) [recommends everyone age 12 and older get the COVID-19 vaccine](#). The vaccine is the most effective way to protect themselves from getting sick or spreading the virus. We encourage members with vaccine concerns to talk to their healthcare providers. You are the best resource to help your patients decide how to keep safe.

### Short Videos on COVID-19 Vaccine, Other Health Topics

Check out and subscribe to our [Blue Cross and Blue Shield of Louisiana YouTube](#) channel. It features videos with our medical directors, clinicians and other experts discussing COVID-19 and various health topics.

### Social Media Graphics and Content

[Connect with Blue Cross](#) for regular updates. We created interactive social media graphics encouraging the COVID-19 vaccine.

Anyone can share or post these graphics to social media with the hashtag #GetTheFactsGetTheVax. Find and download the graphics—including Spanish versions—at [www.BCBSLA.com/covid19](http://www.BCBSLA.com/covid19).



### Spanish COVID-19 Vaccine Materials Available

Blue Cross produced Spanish versions of our COVID-19 vaccine outreach materials. These materials address specific concerns among the Hispanic community. This includes challenges like language barriers, immigration status concerns and vaccine eligibility.

## Monthly Facebook Live Events



Blue Cross hosts five Facebook Live series and special events each month. Our medical directors, care team and other experts share information about the COVID-19 vaccine and other health topics. They address viewer questions live.

Visit the [Blue Cross and Blue Shield of Louisiana Facebook page](#) to see dates of upcoming broadcasts. Share with patients, or RSVP to share them from your practice's Facebook page.

## Remind Patients They Can Get the Vaccine for \$0

Members of individual and employer health insurance plans, Medicare and Medicaid can get any U.S. Food & Drug Administration-approved COVID-19 vaccine for \$0. The Coronavirus Aid, Relief and Economic Security (CARES) Act included no-cost coverage. It also allows uninsured patients to get the vaccine for \$0.

## Your Patients Can Get Free Rides for Vaccine Appointments

The Blue Cross and Blue Shield of Louisiana Foundation is sponsoring ride share programs statewide. This can help patients without a vehicle, who are unable to drive or need transportation. They can call 211 to get connected to programs.

## Additional Online Provider Resources

Visit our COVID-19 Provider Resources Page to access our latest provider communications. Go to [www.BCBSLA.com/providers](http://www.BCBSLA.com/providers), then click on the "COVID-19 Provider Resources" link at the top of the page.

For more on what Blue Cross is doing for members during COVID-19, visit [www.BCBSLA.com/covid19](http://www.BCBSLA.com/covid19).

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If you have questions about getting or using these materials, please contact our Provider Relations Department at [provider.relations@bcbsla.com](mailto:provider.relations@bcbsla.com).



**Thank you** for working with us to build more immunity in the community. This helps our shared customers—your patients, our members—get back to the things and the people they love.

For policy and billing updates related to COVID-19, please visit our [COVID-19 Provider Resources page](#).