HEALTH EQUITY: A Priority for Moving Health Forward in Minnesota

Minnesota consistently ranks as one of the healthiest states in the nation. Yet health outcomes, and opportunities to live a healthy lifestyle, vary greatly depending on who you are and where you live.

THE CHANGING FACE OF MINNESOTA

Home to 5.5 million people, Minnesota is undergoing major shifts.

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<tr>
<th>RACE</th>
<th>INCOME</th>
<th>GEOGRAPHY</th>
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<td>2X</td>
<td>24.4 PERCENT</td>
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<td>3.5X</td>
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<td>22 PERCENT</td>
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The mortality rate for African American infants born in Minnesota is double that of white infants.1

The mortality rate for African Americans living in the Twin Cities compared to other racial/ethnic groups; American Indians living in the same region have 2.0X the mortality rate of others.4

The percentage of Somali immigrants who have been screened for colorectal cancer, compared to 40% of those born in Laos and 70% of white patients.4

The percentage of Native Americans receiving optimal diabetes care, compared to 27% of African Americans and 41% of white patients.3

The proportion of Minnesota counties that have fewer than eight physicians per 10,000 residents, especially in the most rural areas of the state.8

The number of Minnesota counties that have fewer than four dentists per 10,000 residents.8

The percentage of Greater Minnesota residents who say their food choices are at least somewhat influenced by a lack of stores nearby that sell healthy food, compared to 48 percent of Twin Cities residents.8

Blue Cross and Blue Shield of Minnesota believes that all people, regardless of race, income, zip code or other factors, should have opportunities to live the healthiest life possible.

It’s time to adopt a new mindset and implement new approaches to advance health equity.

Our Plan

Our Strategic Priorities:

DIVERSE AND INCLUSIVE WORKPLACE

We will create a workplace that embraces diverse perspectives and reflects the populations we serve.

DIVERSE AND STRATEGICALLY ALIGNED PARTNERSHIPS

We will advance health equity through strategic relationships, community funding and our buying power, and align with partners who aspire to the same vision.

ENABLERS:

DATA AND INSIGHTS

We will integrate demographic data from multiple sources and connect our efforts to health outcomes.

CONSUMER CENTERED SERVICES, PRODUCTS AND PROGRAMS

We will deliver relevant services, products and programs that improve the health of our members and communities.

INTEGRATED AND COMMITTED RESOURCES

We will integrate health equity principles and capabilities into our value proposition, strategic plan and individual goals.

MARKETING AND COMMUNICATION

We will integrate the voices of diverse consumers, to create culturally relevant communication programs and member experiences.

Our efforts will reduce the rising costs of health care, and most importantly, provide opportunities for all Minnesotans and our members to live the healthiest lives possible.

FOOTNOTES