



Highmark Delaware, United Way of Delaware and West End Neighborhood met to distribute a portion of donated face coverings. From left to right: Zaniyah Cammile, West End Childcare Coordinator; Ja-Naiyah Perkins-Jackson, West End Youth Development Professional; Paul Calistro, West End Executive Director; Tierra Fair, United Way of Delaware Director of Community Engagement; Tamyra Swanson, West End Youth Development Professional; and Wes Davis, West End Director of Development.

Working Together, Apart

BY NICHOLAS MORIELLO

A YEAR AGO, Highmark Delaware was sharing exciting news about blossoming partnerships, innovative products and how we were working to change the health care industry. Today, partnerships are stronger than ever, our products and services continue to evolve to meet the needs of our members, and while the world drastically changed last year, our commitment to improving health has not.

Your health and the health of our families, employees and community, is top of mind at Highmark, and not just as it relates to the coronavirus. With vaccines being rolled out, limitations on receiving care for other conditions, and a much-needed focus on mental wellness, it is important that we care for the whole person.

COVID-19

Highmark-insured members have been covered for COVID-19 testing when ordered by a clinician, and have not incurred any deductibles, co-insurance or co-pays for COVID-19 in-network, inpatient hospital care. As we wait for Delaware to enter into remaining vaccination phases, everyone should continue

hand washing, social distancing and wearing face coverings. Highmark expects most of its membership to receive the vaccination at no charge, though some limitations may apply. Employer and self-funded groups should monitor the situation closely and direct coverage questions to their insurance providers. Any concerns about the vaccine should be discussed with your healthcare provider.

CARE

Telehealth services and coverage have seen a significant increase in usage during the pandemic. From online tools like the Highmark Community Support resource for social determinants of health and teleaddiction services for substance use disorders, to video screenings with doctors and mental and behavioral health professionals,





Adam Knox, Regional Vice President, Head of Commercial Business for Highmark Blue Cross Blue Shield Delaware (left) joins Dr. Sylvia Henderson, Superintendent of Capital School District, to present the Capital School District with a Highmark Back to School PPE kit.

Highmark Blue Cross Blue Shield Delaware saw an increase of 2,700% in telehealth usage in 2020 over 2019

Highmark members' adoption of telehealth was exceptional. We saw a utilization increase of more than 3,400 percent from 2019 and over 3.4 million telehealth services accessed by our members throughout Delaware, Pennsylvania and West Virginia. While we expect this usage to decrease, we believe virtual health will remain part of the post-pandemic norm.

COMMUNITY

Highmark Blue Cross Blue Shield Delaware continues to engage with its community as a sponsor of events, partner in health-related programs, conduit for employee volunteerism and giving, and grant maker through its BluePrints for the Community fund. In addition to our usual giving, BluePrints contributed \$240,000 to the Delaware COVID-19 Emergency Response Initiative to help those experiencing hardship due to the COVID-19 crisis, and nearly \$2 million in social determinants of health grants in response to needs exacerbated by the pandemic.

In addition to a total give of more than \$4 million in 2020, our company donated nearly 90,000 cloth face coverings to help mitigate the spread of the coronavirus as part of an enterprise-wide effort that gave over 1 million face coverings to members, EMS first responders, and community-based organizations. We also donated hundreds of PPE kits to ensure a safe return to the classroom.

As Delaware continues to heal and improve through these challenging times, Highmark Delaware is here to help. Don't hesitate to reach out should you need us at AskUsDE@highmark.com. To learn more about how Highmark is helping its members and community during COVID-19, visit

faqs.discoverhighmark.com. ■



Nicholas Moriello is president of Highmark Blue Cross Blue Shield Delaware.



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