



# COVID-19 update

## Keeping you prepared

Following the [State of California's announcement](#) last week for new eligibility guidelines, Blue Shield will be conducting outreach to eligible members, informing them of eligibility and encouraging vaccinations. Communications are scheduled as follows:

- April 1 [email](#) to members ages 50-64 years and not yet vaccinated.
- April 15 email to members who are 16 years and older, and not yet vaccinated.
- April 19 mailed letter to members who are 16+ and not yet vaccinated, and not on email distribution lists.

The significantly expanded number of Californians eligible for vaccination will require increased vaccine availability and administration capabilities to meet the demand. Blue Shield of California, as the state of California's third-party administrator, announced last Friday that it has reached its target for the expansion of the State's COVID-19 vaccine provider network a month ahead of schedule. California now has the capacity to administer more than four million doses a week. The increased capacity also includes a growing number of providers, local health jurisdictions, Federally Qualified Health Centers and pharmacies.

- [Read the full release](#)
- [See the list of providers, as of March 26](#)

With eligibility and availability increasing dramatically this month, Blue Shield will also be increasing efforts to address vaccine hesitancy. Our ad campaign – [Get it](#) – has been in market for several weeks, and we continue to communicate with eligible members who have not yet been vaccinated. Addressing vaccine hesitancy will become a primary focus of member engagement over the next

month.

Our [COVID-19 Resources site](#) for employers and brokers is updated regularly, including information of vaccine status by county (California) and by state. Articles and other resources are also available for employers for planning workplace re-opening and engaging employees regarding vaccinations.

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