

Who We Are



16+ Million Members



FOURTH

Largest U.S. Health Insurer















Health



Connectivity



Dental



Pharmacy



Life



Health IT



Disability OO Vision



WHY RURAL HEALTH MATTERS?



Membership

1,000,000 Rural Members and

250,000 Blue Card Members



Demographic Issues

Declining populations nd a disproportion

and a disproportion number of elderly



Economic Problems

Financial instability,

limited resources



Health Status and Behaviors

Sicker

with emergent and chronic illnesses



Limitations on Access to Care

Hospital closures,

provider shortages and higher rates of uninsured residents



Our Greatest Assets







Our Greatest Needs







Our Greatest Needs

WHAT INFLUENCES A PERSON'S HEALTH?

ZIP CODE is likely a stronger predictor of your health outcomes than GENETIC CODE.



SOCIAL DETERMINANTS OF HEALTH (SDoH)

- ZIP codes
- Housing
- Transportation
- Food

35 counties have no physician

185 counties have no psychiatrist (=size of KS)

147 counties have no OB (=size of NE)

RURAL HEALTH CARE

138 rural hospital closures since 1960

In some areas, nearly one in three residents are

uninsured

Texas among 17 states that opted out of Medicaid expansion

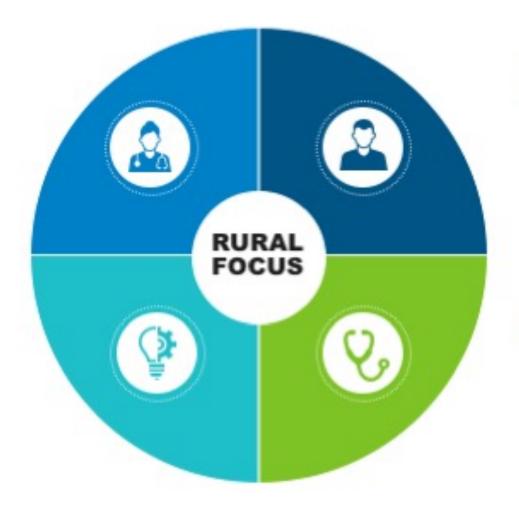
LEVERS FOR OPPORTUNITIES AND SOLUTIONS

ENHANCING ACCESS TO CARE

- Physician workforce
- Transportation

INNOVATION & PARTNERSHIP

- New technology
- New Partnerships



EXPANDED HEALTH LITERACY & NAVIGATION

- · Education and outreach
- · Community engagement

IMPROVING HEALTH CARE SERVICES

- Expand offerings and early detection
- Target and incentivize community providers





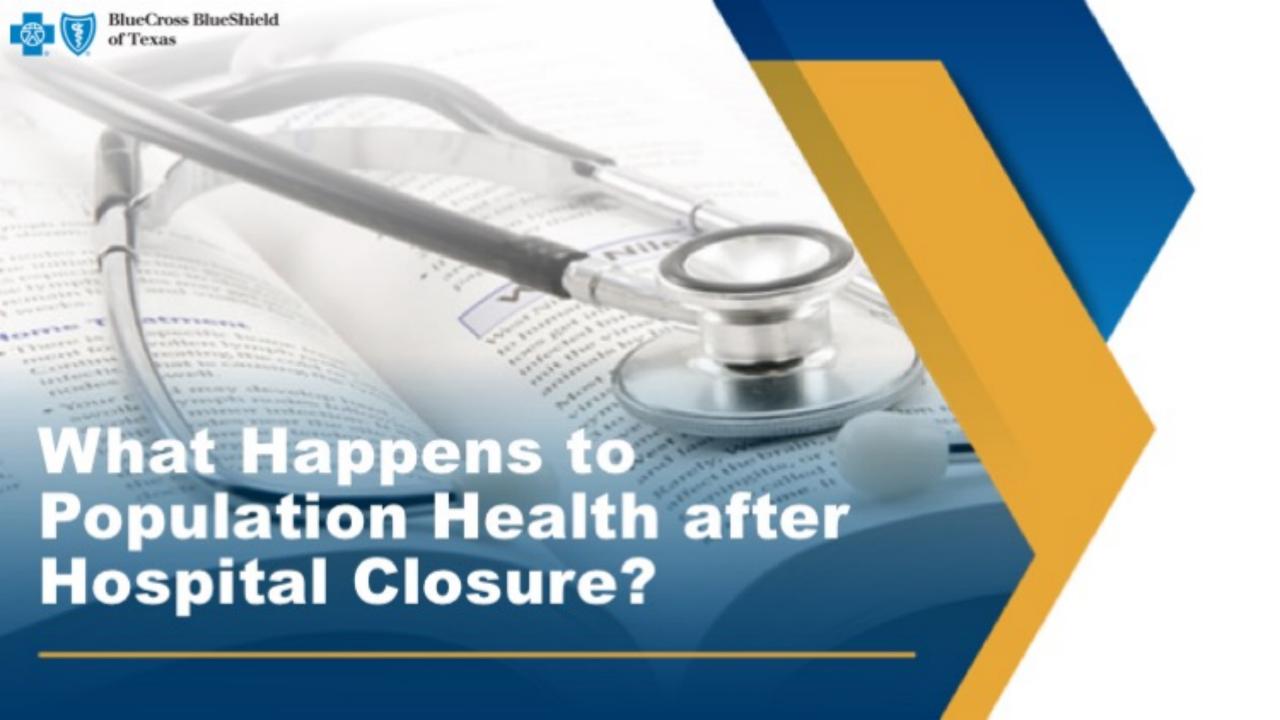






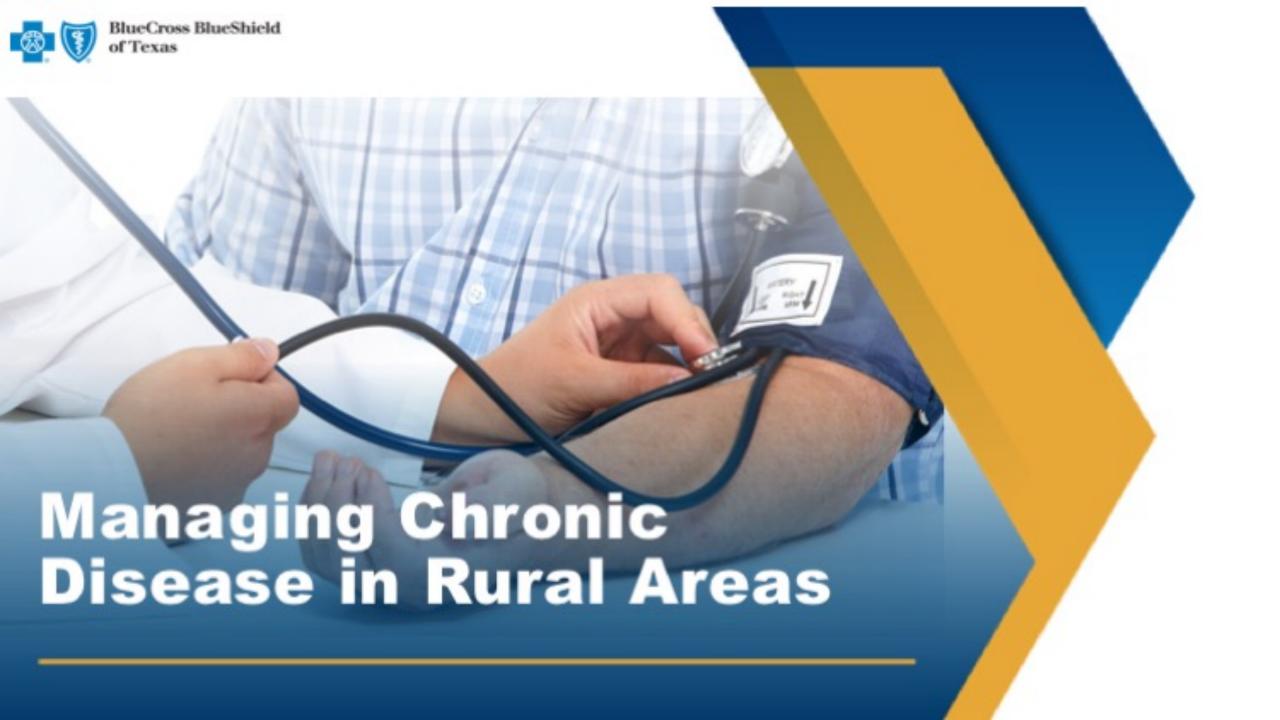




















BlueCross BlueShield of Texas

TEXAS BORN

MEMBER OWNED

PURPOSE DRIVEN

FORWARD THINKING

