

CareFirst BlueCross BlueShield
Better Together Video
October 1, 2021

Brian D. Pieninck ([00:02](#)):

We have a responsibility as an organization that has a vested interest in public health.

Speaker 2 ([0:08](#)):

You don't know me, probably never will.

Speaker 3 ([00:11](#)):

But I need you to do something for me.

Speaker 4 ([0:13](#)):

But I need you to do something for me.

Speaker 5 ([0:14](#)):

I need you to do something for me.

Speaker 6 ([0:16](#)):

Something that could literally change

Speaker 6 ([00:18](#)):

Everything. [music].

On Screen Text ([00:19](#)):

In 2021, we launched the Better Together campaign. To support the national vaccination effort.

Angela Celestin ([00:37](#)):

We've launched an effort with very simple goal. Uh, do what we can to ensure that we have enough people get vaccinated so that we can put it into this.

Speaker 7 ([00:50](#)):

This is our shot to leave COVID behind.

Music ([00:54](#)):

[music].

Brian D. Pieninck ([01:02](#)):

But there is a higher purpose that we are serving at this organization and it starts with our company responsibility to community health, and then our individual responsibility to supporting the company you get in that endeavor.

On Screen Text ([01:12](#)):

CareFirst BlueCross BlueShield
Better Together Video
October 1, 2021

4,421 members of the CareFirst workforce pledge. 766 organizations pledged. Raising a total of \$1.2M. For vaccination education, outreach and delivery across the Mid-Atlantic.

New Speaker ([01:29](#)):

The better together challenge, really isn't innovative solution that allows, community-based organizations to be on the ground, working, identifying areas of opportunities, areas, and, and communities where disproportionately being impacted, where we can bring these solutions together, um, to ensure that we are saving lives. And that's what better together for me means.

On Screen Text ([01:52](#)):

What impacts so far?

On Screen Text ([1:57](#)):

[United Way logo; text on screen] 2,000 free rides to vaccination events. 5,000 people vaccinated in underserved communities.

On Screen Text ([02:04](#)):

[CASA logo; text on screen] 3,000 vaccines for immigrants and LatinX people. 10,000 callers given referrals and vaccination help.

On Screen Text ([02:12](#)):

[West Virginia Health Right logo; text on screen] 3,000 residents received health education and services. New clinic established to expand care delivery in West Virginia.

On Screen Text ([02:17-02:33](#)):

Thanks to all those who have pledged your support. We are making incredible differences in our communities. We are improving health equity. We are better together. This is our shot to leave COVID behind.

On Screen Text ([02:37](#)):

CareFirst. It's not just our name. It's our promise.