

Join us in talking about racism and its impact on health

Highmark Blue Cross Blue Shield of Western New York (Highmark BCBSWNY) partners with Amerigroup companies to administer certain services to Medicaid Managed Care (MMC) and Child Health Plus (CHPlus) members. Please note, this information is specific to the MMC and CHPlus programs only.

Physical healthcare and mental healthcare professionals have a vital role in improving health and wellbeing in our communities by identifying and treating racial trauma and injustice experienced by the individuals we serve. At Highmark BCBSWNY, we are committed to addressing racism in our society through open discussions about trauma, injustice, and inequality. These conversations are critical to improving the wellbeing of all Americans and the communities in which we live and serve.

We can impact the injustice of racism together

Highmark BCBSWNY is working with **Motivo***, the first *HIPAA*-compliant digital platform that connects mental health therapists and clinical supervisors, to engage providers and associates in conversations on racial injustice, trauma, and inequality. Together, we are hosting racial equity forums on a quarterly basis to keep the conversation going.

Our racial equity forums focus on:

- Exploring how racism takes shape in healthcare.
- Discussing how to identify racism in your practice and how to be an ally to your patients.
- Recognizing implicit bias (we all have it!) and how it affects the care provided to your patients.
- Understanding the impact of prolonged exposure to racism on people of color.
- Providing you with actionable resources to put an end to racism in your practice.

Since October 2020, Highmark BCBSWNY has sponsored four virtual forums: **Racial Trauma in America**, **The Road to Allyship: Playing Your Part in Racial Equity**, **In Pursuit of Racial Equity: Deconstructing Bias Forum**, and **Exploring the Impact of Racial Trauma on the Health & Wellbeing of Children**.

Please register for the next forum:

Grief and Loss: The Disproportionate Impact of the Pandemic on Communities of Color

Please join us to hear from a diverse panel of experienced professionals from Motivo and Highmark BCBSWNY about the impact of racial inequities on our health and wellbeing. This forum will explore ways we can help people cope with grief, family dynamics, and difficult conversations during the holidays and will discuss strategies healthcare professionals, therapists, and caregivers can use to help people navigate these experiences and practice self-care through the holidays and beyond.

December 8, 2021
4 p.m. to 5:30 p.m. ET

<https://providerpublic.mycbswny.com>

Amerigroup Partnership Plan, LLC provides management services for Highmark Blue Cross Blue Shield of Western New York's managed Medicaid. Amerigroup Partnership Plan, LLC brinda servicios administrativos para Medicaid administrado de Highmark Blue Cross Blue Shield of Western New York.

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The Blue Cross®, Blue Shield®, Cross, and Shield Symbols are registered service marks of the Blue Cross Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans. Motivo is an independent company providing a virtual forum on behalf of Highmark Blue Cross Blue Shield of Western New York.

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Register today! Continuing education credits available for those who sign up and participate.
The first step to addressing racism is to recognize its existence, subtle or otherwise

These conversations may feel uncomfortable at first, but that's OK — This is how we will make progress together in creating a more just and equitable society.



Email is the quickest and most direct way to receive important information from Highmark Blue Cross Blue Shield of Western New York.

To start receiving email from us (including some sent in lieu of fax or mail), submit your information using the QR code to the right or via our online form (<https://bit.ly/39mJ3dc>).

