

Join us in talking about racism and its impact on health

BlueCross BlueShield of Western New York (BlueCross BlueShield) partners with Amerigroup companies to administer certain services to Medicaid Managed Care (MMC) and Child Health Plus (CHPlus) members. Please note, this notice 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 BlueCross BlueShield, 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

BlueCross BlueShield 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, BlueCross BlueShield 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 BlueCross BlueShield 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

Register today! Continuing education credits available for those who sign up and participate.

* Motivo is an independent company providing a virtual forum on behalf of BlueCross BlueShield of Western New York.

<https://providerpublic.mycbswny.com>

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NYW-NL-0533-21 November 2021

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.



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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>).