Examples of WellCare’s Covid Response in 2021

- First KY MCO to offer in-home vaccination program
- $100 vaccine incentive campaign
- “Shots Across the Bluegrass” events in rural counties with live KSR broadcasts
- Vaccine clinics and back-to-school events in underserved and refugee communities
- Outreach to 95,000 at-risk members
- KAHP State Fair incentive strategy and multi-channel campaign via radio, social media, web advertising, and onsite promotions
- 750+ volunteer hours at vaccine sites helping homeless, domestic abuse victims, faith-based organizations, and African-American communities
- Partnered with the Pro Football Hall of Fame and other athletes to increase education and awareness about COVID-19 vaccines through public service announcements, with a particular focus on communities of color
- #saveourstages testing and vaccine events at live music venues
- Planning WellCare Harvest Festival (vaccine, dental, and wellness events) in all eight regions (Sept-Oct)
- KY Derby Festival Health Fair (vaccine, dental and wellness event) in South Louisville (Oct)
- American Heart Association radio series in English and Spanish (Oct – Nov)