



2021 NHCAA

Awards Program

November 17-18, 2021



NHCAA



Blue Cross Blue Shield of Massachusetts

The NHCAA's Excellence in Public Awareness Award recognizes some of the most meaningful and effective efforts to broadly promote understanding and insight about health care fraud. Past winners have included individuals as well as organizations—each of them acknowledged for their work in bringing attention to the problem of health care fraud. Past awardees have included reporters and media outlets; researchers and think tanks; civil servants and government agencies.

This year, NHCAA is pleased to honor an NHCAA Member Organization. NHCAA is proud to name health insurer **Blue Cross Blue Shield of Massachusetts** (BCBSMA) as recipient of the 2021 NHCAA Excellence in Public Awareness Award for its exceptional, company-wide effort to address dangerous threats posed by fraud and misinformation amid the COVID-19 pandemic.

BCBSMA's Fraud Investigation and Prevention team worked in collaboration with the Sales, Marketing, Member and Provider Services, Clinical Programs, and Corporate Communications teams to harness the organization's collective expertise to quickly mobilize in response to a national health emergency to help protect, inform, and empower members, employers, clinical partners, and community partners.

The coordinated effort featured expert guidance from the fraud investigation and prevention team shared through television, radio, and online news outlets. More than 130 webinars were hosted on fraud and other pandemic-related issues for thousands of employer customers and their employees.

Within hours of the public health emergency declaration in 2020, BCBSMA launched an online Coronavirus Resource Center, which continues to be updated and serves as a COVID-19 clearinghouse of vital consumer information. Visits to the site are approaching 300,000. In addition, a COVID-19 information webpage was produced expressly for BCBSMA's 40,000 health providers to help ensure that clinicians are not vulnerable to misinformation.

BCBSMA's health news service, *Coverage*, has published hundreds of clear, fact-based, original reports and videos on the coronavirus that are fully accessible by the public. The *Coverage* website also hosts a page dedicated to combating COVID misinformation full of clear, concise resources available to BCBSMA members as well as the public.

The campaign has delivered more than 7 million texts and emails to members, helping them locate reliable resources during a critical, confusing time. Additionally, BCBSMA used its Twitter, LinkedIn, and Facebook platforms to share hundreds of posts sharing valuable public health information and guidance.

NHCAA commends Blue Cross Blue Shield of Massachusetts for prioritizing this important project that serves the public interest.

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National Health Care Anti-Fraud Association

Blue Cross Blue Shield of Massachusetts

CONGRATULATIONS TO

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