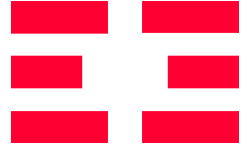


Highmark West Virginia

Locations: West Virginia (HQ)
Industries: Health Care Equipment and Services

RISK LEVEL:



High Risk

View this company on 1792 Exchange: <https://1792exchange.com/company/highmark-west-virginia/>

DESCRIPTION:

Highmark West Virginia is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Highmark West Virginia embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

Highmark West Virginia received a score of 100 on the 2026 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2)(3). Highmark West Virginia received a score of 100 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (4)(5). However, the company has not canceled customers, suppliers, or vendors based on political views or religious beliefs (6).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk

Highmark West Virginia's HRC 2026 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2)(3). Highmark West Virginia's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (4)(5). The company will not give to "Religious programming" (6).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Highmark West Virginia's HRC 2026 CEI rating indicates the company forces employees to attend at least one, controversial training on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition

guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2)(3). Highmark West Virginia's HRC 2025 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (4)(5). The company offers Unconscious Bias, Cultural Humility, and Culturally Competent Care training to its employees (6)(7). The company appears to prioritize diversity over merit in its hiring. From its Annual Report: "A vital aspect of corporate social responsibility is building and executing a comprehensive internal and external strategy to promote a culture of equity and inclusion across every component of the enterprise. Through the Enterprise Equitable Health Institute (EEHI), Highmark Health is advancing equity, inclusion and belonging as it focuses on supporting health equity in its communities by expanding access with a workforce that represents the communities it serves." (8). The company is an affirmative action employer, "Highmark Health and its affiliates take affirmative action to employ" (9). The company does not provide viewpoint protections for its employees (10).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk

Highmark West Virginia's HRC 2026 CEI rating indicates the company potentially agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2)(3). Highmark West Virginia's HRC 2025 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (4)(5). The company supports DEI within its business practices, employing a Chief Diversity, Equity and Inclusion Officer (6). The company supports DEI within its business practices. From its Employee of the Future Employment Information Page: "DEI is not optional if we want to be an organization that drives better health outcomes, improves health equity, and provides cost savings for all of our members. That's why we cast a wide net to attract top talent. DEI initiatives not only help attract top talent from diverse job seeker communities, they also support retention" (7). Highmark West Virginia scored an 95 out of 100 on the 2023-2024 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group (8)(9).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

Highmark West Virginia's HRC 2026 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits, lab monitoring, and mental health benefits. The company also covers at least five of the following services: reconstructive hair removal, cosmetic hair removal, tracheal shave or reduction, facial surgeries, voice modification surgery, voice modification therapy, lipoplasty or filling for body masculinization or feminization, and travel and lodging expenses. Additionally, the company has potentially pledged philanthropic support of at least one organization or event that promotes sex and gender ideology. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2)(3)(4). Highmark West Virginia's HRC 2025 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (5)(6). The company is a corporate partner of the National LGBT Chamber of Commerce (7). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (8).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes.

High Risk

Highmark West Virginia's HRC 2025 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives. By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders (1)(2). The company does not operate a PAC or engage in lobbying at this time (3)(4)(5).

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