



# CareFirst (BlueCross BlueShield)

Locations: Maryland (HQ)

Industries: Health Care Equipment and Services

RISK LEVEL:



High Risk

## DESCRIPTION:

CareFirst scored a 100 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with Human Rights Campaign's controversial demands, CareFirst increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. CareFirst forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. CareFirst's CEO signed the CEO Action for Diversity & Inclusion pledge, works with its providers to address unconscious bias. The company has publicly supported the BLM and LGBTQ communities. Blue Cross & Blue Shield promotes its LGBTQ Safe Zone Certification Program and supports the Equality Act. The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces. CareFirst is a Corporate Member of the Mid-America LGBT Chamber of Commerce. The company has donated to the Equality PAC and lobbied for ideological purposes. For these reasons, CareFirst receives a High Risk rating.

## Corporate Weaponization

**Has denied service to 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**

CareFirst received a score of 100 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruit's 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). However, CareFirst has not publicly terminated business relationships due to religious beliefs or political views.

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

CareFirstRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2).

**Employment policies fail to protect against discrimination based on political affiliation/views and/or religion.** **High Risk**

CareFirst 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 (1)(2). Blue Cross Blue Shield's CEO signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace and CareFirst's BCBSA National Health Equity Strategy works with providers to address unconscious bias (3)(4)(5)(6). CareFirst does not provide viewpoint protections for its employees (7).

## Corporate Governance and Public Policy

**Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. High Risk**

CareFirst's HRC 2023 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). By doing so, the company risks dividing employees, alienating customers and harming shareholders. Blue Cross & Blue Shield promotes its LGBTQ Safe Zone Certification Program (3). The company signed an open letter in support of the Equality Act (45).

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

CareFirst 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 (1)(2). Blue Cross will fund employees' travel expenses to get an abortion (3). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. During Pride Month, Blue Cross Blue Shield of Massachusetts wrapped 100 city bikes in rainbow pride-themed designs and donated \$1 to Fenway for each ride (4)(5). The company is a Corporate Member of the Mid-America LGBT Chamber of Commerce (6)(7).

**Uses corporate political contributions for ideological, non-business purposes. High Risk**

CareFirst indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. CareFirst donated to the Equality PAC but has not lobbied for ideological purposes (3)(4)(5).

The contents of this website and related resources (collectively, the "materials") are general in nature and intended for educational use only. Nothing in the materials or any other 1792 Exchange content constitutes legal or professional advice for any specific matter. Anyone seeking legal or professional advice should obtain such advice from competent counsel. Since individual circumstances vary, anyone reviewing the materials and/or any other 1792 Exchange content is strongly urged to obtain specific legal and/or other professional advice before acting or refraining from acting based on such materials or other 1792 Exchange content. 1792 Exchange accepts no responsibility for any loss or damage, howsoever incurred, which may result from accessing or relying on the materials or any other 1792 Exchange content. Further, 1792 Exchange disclaims, to the fullest extent permitted by law, all liability for any acts or omissions based on the materials or any other 1792 Exchange content.

**USER AGREEMENT:** Company reports and other resources are intended only for the private educational use of the registered user. Republishing and distributing reports and resources is strictly prohibited. By downloading reports and resources, the user accepts these conditions.

