



Working to remove barriers to health equity

CHSPR Conference | March 10, 2023



Pacific Blue Cross Names Sarah Hoffman President and CEO



Pacific Blue Cross



**Covering 1 in 3
British Columbians**



**Expertise from
local workforce**



**Not-for-profit
organization**



**Deep-rooted history
in BC health care**



**BC's #1 health
benefits provider**

Values

Customer experience

Accessibility

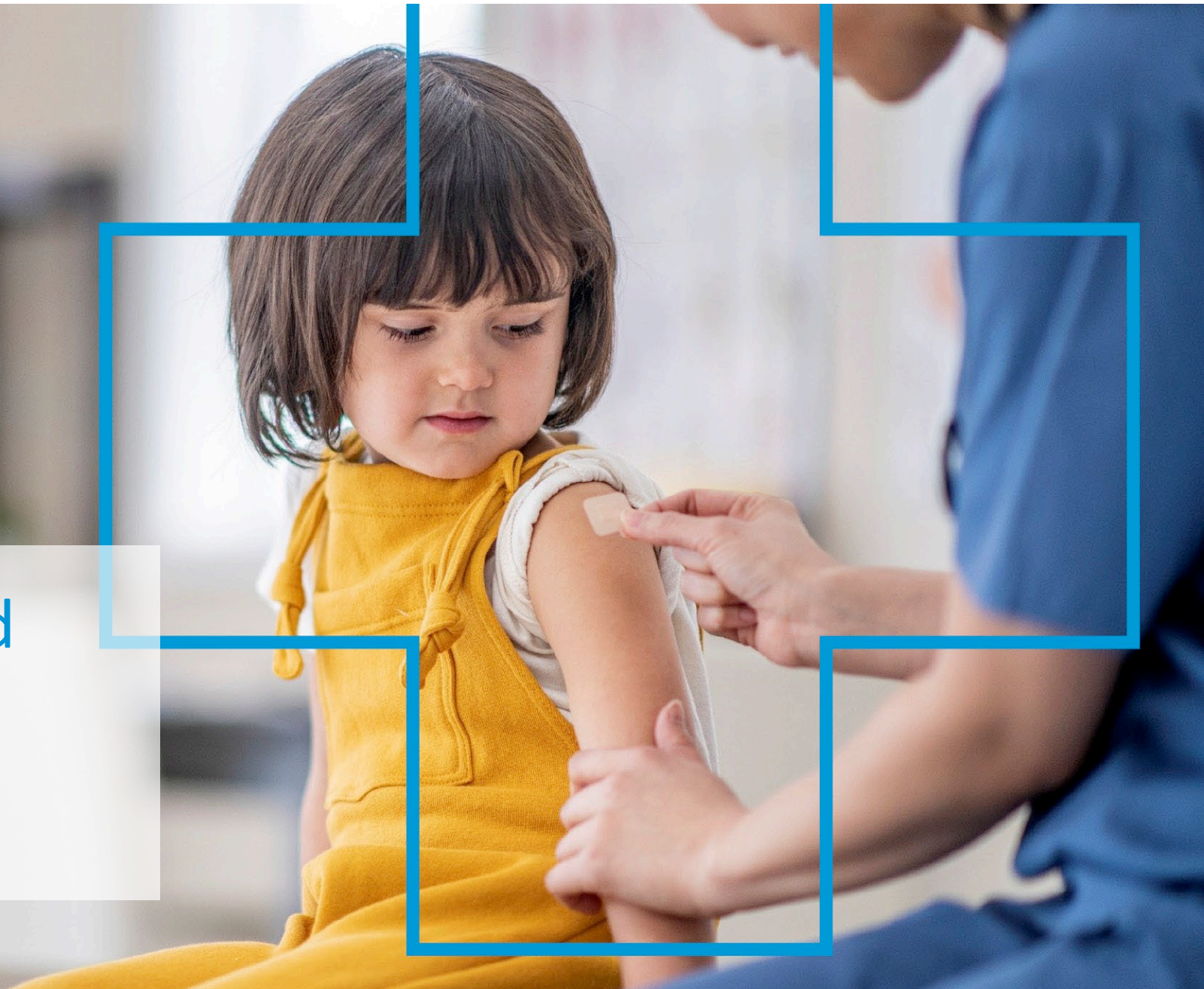
Health equity

Data driven insights

Investing in our community



Pacific Blue Cross and
the BC healthcare
environment



BC's Healthcare Environment



Ministry of Health



5.2
Million
British
Columbians

Group Health Benefits



Individual Health Plans



Health Authorities



Provincial Health Services Authority

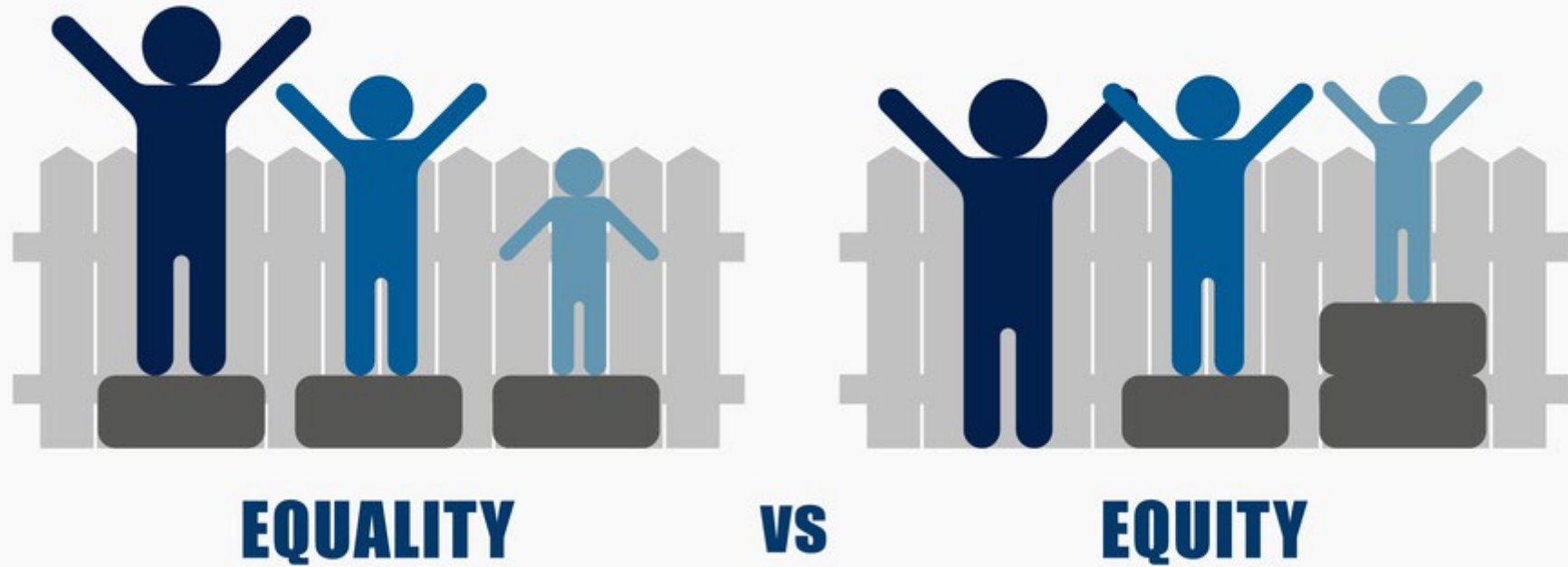


First Nations Health Authority





Barriers to health equity



Health equity seeks to reduce inequalities and to increase access to opportunities and conditions conducive to health for all.

Determinants of Health



Income &
Social Status



Employment &
Working Conditions



Education &
Literacy



Childhood
Experiences



Physical
Environments



Social Supports &
Coping Skills



Healthy
Behaviours



Access to
Health Services



Biology & Genetic
Endowment



Gender



Culture



Race / Racism

Removing barriers
to health equity





First Nations Health Authority

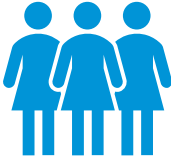




First Nations Health Authority



Cultural Safety & Humility



**Our
People**

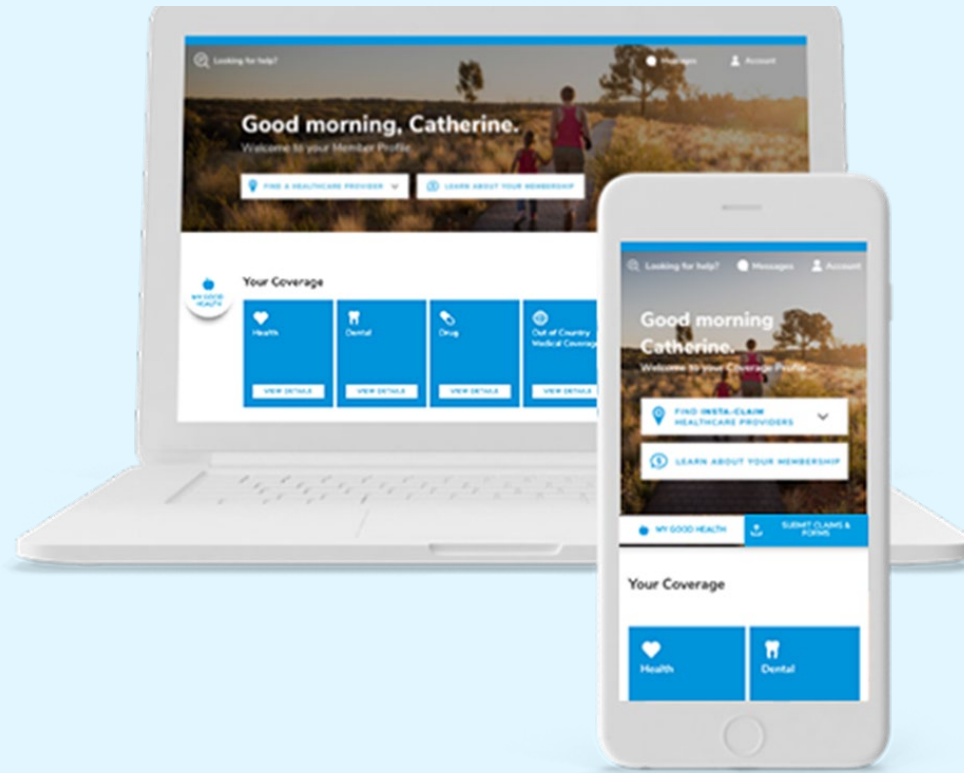


**Learning
& Engagement**



**Truth
& Reconciliation**





+24% access to dental benefits



98% automation of mental health benefits



+20% in health benefits satisfaction



BC WOMEN'S
HEALTH
FOUNDATION



PACIFIC
BLUE CROSS

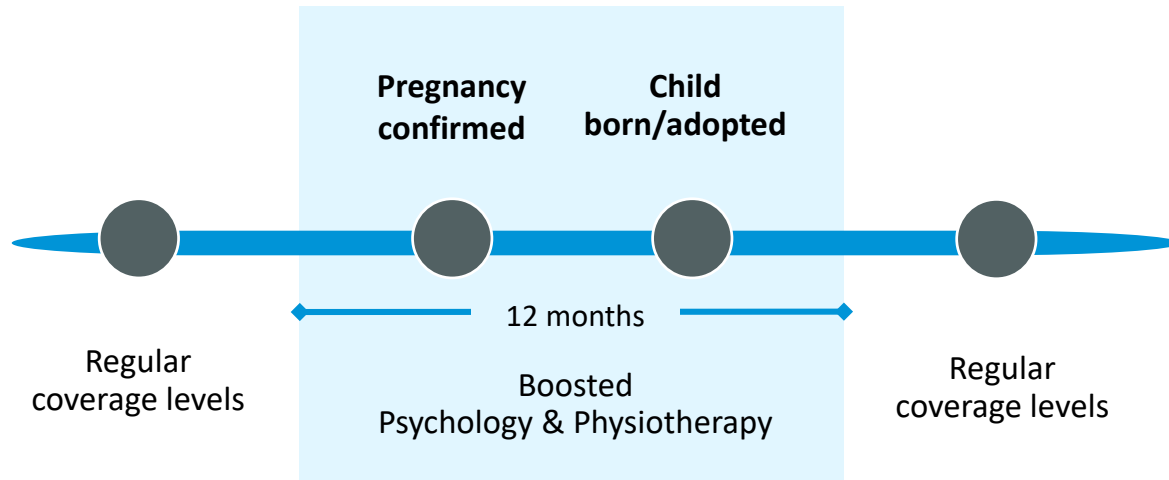


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