

For brokers and producers only

Date: October 17, 2019

Market: All

## CareFirst Day of Equity and Action Recap

Dedicating time to develop skills that will foster rich, purposeful dialogues and greater understanding is a crucial step in serving our customers and communities—and is at the core of our mission-driven organization.

On Wednesday, October 2, 5,000 CareFirst associates gathered across five locations to reinforce their commitment to better understanding the people and communities we serve. Throughout the morning, associates heard from CareFirst President and CEO, Brian Pieninck; Wes Moore, CEO of anti-poverty organization Robin Hood; and facilitators from Cook Ross, an organizational development consulting firm, who led unconscious bias training. In the afternoon, associates participated in community service activities with numerous nonprofit partners throughout our region.

This Day of Equity and Action focused on promoting greater empathy, understanding, inclusion, equity and belonging in the workplace and in our communities. The following list shows our high-level community service impacts on October 2:

- Assembled more than 5,000 personal hygiene care kits for individuals experiencing homelessness
- Packed nearly 14,000 infant bundles for families, including 345,000 diapers
- Collectively, associates committed more than 10,000 hours of time with and for over 30 nonprofit organizations

### For more information

Please contact your broker sales representative or learn more in our [press release](#).