

2025 Health Equity Innovation Awards



At Excellus BlueCross BlueShield the health of our communities is at the center of everything we do. Together we can confront the crisis in health disparities, embrace and address long-standing gaps in care, and work to make care more accessible and affordable.

2025 Health Equity Innovation Awards

We are excited to announce the 2025 Health Equity Innovation Awards with the focus on addressing health disparities and improving health outcomes.



Community-based organizations, located within the Health Plan regions, can make a requests for funding through a competitive process available online at ExcellusBCBS.com/Community.



Awards will be given to community partners that demonstrate a strong commitment to reducing health disparities and advancing health equity. This includes **innovative** efforts to improve physical and mental health, address social inequalities in healthcare, and ensure equitable access to healthcare services.

Application rules and requirements:

Nonprofit 501(c)(3) organizations within Excellus BCBS's service area are eligible to apply for the Health Equity Innovation Awards. We seek proposals for innovative initiatives or projects that have demonstrated success in reducing disparities, have the potential for expansion, and include clearly defined goals for reducing health disparities and improving health equity.

2025 Health Equity Innovation Award priorities are:

- Manage chronic conditions
- Improve maternal health
- Support mental and behavioral health
- Address social determinants of health
- Promote health literacy
- Enhance access to care
- Utilize data and technology

Please note that we generally do not provide funding for ongoing operational support, maintenance, or construction of facilities, scholarships, or loans. Our focus is on health improvement initiatives, and we encourage you to align your proposals with this goal.

Submit an application:

The Health Equity Innovation Award application focuses on organization and program information, and intended impact.

- The application period opens at 10 a.m. on **Wednesday, August 18**, and closes at 11:59 p.m. on **Friday, September 19**.

A listing of all application questions is available at ExcellusBCBS.com/Community.

Review process and notification:

- Applications will be reviewed by the Health Plan and decisions announced by the end of November. We will prioritize proposals that have detailed scope, goals, rationale for support, and measures.
- Excellus BCBS will follow up with recipient organizations one year after funding is received to understand impact and use of funds.



Scan to learn more about the
Health Equity Innovation Awards



Questions?

For more information about Excellus BCBS Community Investments and Partnerships, please visit ExcellusBCBS.com/Community



Everybody Benefits