

Centene and Pro Football Hall of Fame Team Up to Tackle Concerns Over COVID-19 Vaccinations - Mar 15, 2021

PSAs to Target At-risk Individuals, Communities of Color

ST. LOUIS, March 15, 2021 /[PRNewswire](#)/ -- Centene Corporation (NYSE: CNC) and several members of the Pro Football Hall of Fame family are partnering to increase education and awareness around COVID-19 vaccines through a series of new 15-, 30- and 60-second public service announcements (PSAs), with a particular focus on communities of color. The PSAs will air nationally on television networks and over digital platforms beginning today.

Delivering the message that COVID-19 vaccines protect not only the recipient but also their friends and families will be Hall of Famers **ANTHONY MUÑOZ** (in both English and Spanish), **DARRELL GREEN**, **AENEAS WILLIAMS** and **DREW PEARSON**; along with **LISA SALTERS**, a Hall of Fame Selector and TV broadcaster; and friends of the Hall **DAWN STALEY**, a three-time Olympic gold medal winner and coach of the 2017 national champion University of South Carolina women's basketball team; and **IMAN MCFARLAND**, Chief Operating Officer for 21st Century Expo Group and an ambassador for the Hall's and Centene's joint "Strong Youth Strong Communities" programming.

Each 30-second message can be previewed and downloaded here: [Anthony Muñoz \(English\)](#), [Anthony Muñoz \(Spanish\)](#), [Darrell Green](#), [Aeneas Williams](#), [Drew Pearson](#), [Lisa Salters](#), [Dawn Staley](#), [Iman McFarland](#). The campaign's 15- and 60-second versions can be [found here](#).

Public health officials have stated that widespread adoption of the vaccine will be necessary to stop the spread of the virus. The vaccines have been proven safe and effective by the FDA, especially at preventing severe illness and hospitalization related to COVID-19, which has affected communities of color at a disproportionately higher rate. Please visit the Centers for Disease Control website (www.cdc.gov) for information regarding the COVID-19 vaccination and other safety information.

To achieve "herd immunity," roughly 80% of the U.S. population needs to be vaccinated, health officials have said. Multiple surveys have indicated high rates of "vaccine hesitancy" within the African American community and other communities of color, which is impacting immunization rates. Recent data show Blacks make up only 6% of those who had been vaccinated despite constituting 13% of the population and accounting for 15% of all COVID-19 deaths.

"Uncertainty around the COVID-19 vaccine could lead some people to avoid or delay receiving the shot. We are concerned that this could have significant consequences for their health and the health of their families," said Dr. Ken Yamaguchi, Chief Medical Officer for Centene. "Through this campaign, we want to empower people to actively contribute to their health and well-being by informing them about the benefits of the vaccine."

The PSA campaign is designed to build confidence around the vaccine and encourage people to get vaccinated. The messaging not only focuses on the vaccine as a means of protecting oneself, but also to stop the spread of the virus to family and friends, those who "Count on You." In the PSAs, Muñoz, Green, Williams, Pearson, Salter, Staley and McFarland talk about the people in their lives who are counting on them to get the vaccine to stay healthy.

"As we've seen throughout the COVID-19 pandemic, we're a team and we need to work together to stop the virus from spreading," said David Baker, President & CEO of the Pro Football Hall of Fame. "We recognize there are a lot of questions out there about the vaccine, so we want to make sure we're reaching as many people as possible. We thank Anthony, Darrell, Aeneas, Drew, Lisa, Dawn and Iman for encouraging everyone to get vaccinated for the sake of the people counting on them."

The Pro Football Hall of Fame is Centene's Official Youth Wellness Partner. Through the "Strong Youth Strong Communities" program over the past four years, Hall of Famers have discussed such important issues with youth as mental health, suicide and bullying. During the COVID-19 pandemic, "virtual" Youth Summits have been held in several states on these topics. For its work on these issues, the Pro Football Hall of Fame was the recipient of the 2019 Booker T. Washington award from the National Minority Quality Forum for its commitment to advancing health equity.

For more information about COVID-19 and available vaccines, visit the [CDC website](#).

About Centene Corporation

Centene Corporation, a Fortune 50 company, is a leading multi-national healthcare enterprise that is committed to helping people live healthier lives. The Company takes a local approach – with local brands and local teams – to provide fully integrated, high-quality, and cost-effective services to government-sponsored and commercial

healthcare programs, focusing on under-insured and uninsured individuals. Centene offers affordable and high-quality products to nearly 1 in 15 individuals across the nation, including Medicaid and Medicare members (including Medicare Prescription Drug Plans) as well as individuals and families served by the Health Insurance Marketplace, the TRICARE program, and individuals in correctional facilities. The Company also serves several international markets, and contracts with other healthcare and commercial organizations to provide a variety of specialty services focused on treating the whole person. Centene focuses on long-term growth and the development of its people, systems and capabilities so that it can better serve its members, providers, local communities, and government partners.

Centene uses its investor relations website to publish important information about the company, including information that may be deemed material to investors. Financial and other information about Centene is routinely posted and is accessible on Centene's investor relations website, <http://investors.centene.com/>.

ABOUT THE PRO FOOTBALL HALL OF FAME

Located in Canton, Ohio, the birthplace of the National Football League, the Pro Football Hall of Fame is a 501(c)(3) not-for-profit institution with the Mission to Honor the Heroes of the Game, Preserve its History, Promote its Values, & Celebrate Excellence EVERYWHERE.

The Pro Football Hall of Fame is accredited by the American Alliance of Museums. AAM accreditation is national recognition for the museum's commitment to excellence and the highest professional standards of museum operation and public service.

Hundreds of thousands of fans from across the globe travel to Canton annually to experience "*The Most Inspiring Place on Earth!*" that chronicles America's most popular sport. Fans can also enjoy the Hall of Fame Store at the Hall, and online at www.profootballhof.com/store, for merchandise from all 32 NFL clubs plus the Hall of Fame. Proceeds from the Store support the Hall's Mission.

Construction on Hall of Fame Village Powered by Johnson Controls, a mixed-use development project, is under way in Canton to transform the Hall of Fame's campus.

Forward-Looking Statements

All statements, other than statements of current or historical fact, contained in this press release are forward-looking statements. Without limiting the foregoing, forward-looking statements often use words such as "believe," "anticipate," "plan," "expect," "estimate," "intend," "seek," "target," "goal," "may," "will," "would," "could," "should," "can," "continue" and other similar words or expressions (and the negative thereof). Centene (the Company, our, or we) intends such forward-looking statements to be covered by the safe-harbor provisions for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995, and we are including this statement for purposes of complying with these safe-harbor provisions. In particular, these statements include, without limitation, statements about our future operating or financial performance, market opportunity, growth strategy, competition, expected activities in completed and future acquisitions, including statements about the impact of our proposed acquisition of Magellan Health (the Magellan Acquisition), our recently completed acquisition of WellCare Health Plans, Inc. (WellCare and such acquisition, the WellCare Acquisition), other recent and future acquisitions, investments and the adequacy of our available cash resources. These forward-looking statements reflect our current views with respect to future events and are based on numerous assumptions and assessments made by us in light of our experience and perception of historical trends, current conditions, business strategies, operating environments, future developments and other factors we believe appropriate. By their nature, forward-looking statements involve known and unknown risks and uncertainties and are subject to change because they relate to events and depend on circumstances that will occur in the future, including economic, regulatory, competitive and other factors that may cause our or our industry's actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. These statements are not guarantees of future performance and are subject to risks, uncertainties and assumptions. All forward-looking statements included in this press release are based on information available to us on the date hereof. Except as may be otherwise required by law, we undertake no obligation to update or revise the forward-looking statements included in this press release, whether as a result of new information, future events or otherwise, after the date hereof. You should not place undue reliance on any forward-looking statements, as actual results may differ materially from projections, estimates, or other forward-looking statements due to a variety of important factors, variables and events including, but not limited to: the impact of COVID-19 on global markets, economic conditions, the healthcare industry and our results of operations and the response by governments and other third parties; the risk that regulatory or other approvals required for the Magellan Acquisition may be delayed or not obtained or are obtained subject to conditions that are not anticipated that could require the exertion of management's time and our resources or otherwise have an adverse effect on us; the risk that Magellan Health's stockholders do not approve the definitive merger agreement; the possibility that certain conditions to the consummation of the Magellan Acquisition will not be

satisfied or completed on a timely basis and accordingly the Magellan Acquisition may not be consummated on a timely basis or at all; uncertainty as to the expected financial performance of the combined company following completion of the Magellan Acquisition; the possibility that the expected synergies and value creation from the Magellan Acquisition or the WellCare Acquisition will not be realized, or will not be realized within the applicable expected time periods; the exertion of management's time and our resources, and other expenses incurred and business changes required, in connection with complying with the undertakings in connection with any regulatory, governmental or third party consents or approvals for the Magellan Acquisition; the risk that unexpected costs will be incurred in connection with the completion and/or integration of the Magellan Acquisition or that the integration of Magellan Health will be more difficult or time consuming than expected; the risk that potential litigation in connection with the Magellan Acquisition may affect the timing or occurrence of the Magellan Acquisition or result in significant costs of defense, indemnification and liability; a downgrade of the credit rating of our indebtedness, which could give rise to an obligation to redeem existing indebtedness; the possibility that competing offers will be made to acquire Magellan Health; the inability to retain key personnel; disruption from the announcement, pendency and/or completion and/or integration of the Magellan Acquisition or the integration of the WellCare Acquisition, or similar risks from other acquisitions we may announce or complete from time to time, including potential adverse reactions or changes to business relationships with customers, employees, suppliers or regulators, making it more difficult to maintain business and operational relationships; our ability to accurately predict and effectively manage health benefits and other operating expenses and reserves, including fluctuations in medical utilization rates due to the impact of COVID-19; competition; membership and revenue declines or unexpected trends; changes in healthcare practices, new technologies, and advances in medicine; increased healthcare costs; changes in economic, political or market conditions; changes in federal or state laws or regulations, including changes with respect to income tax reform or government healthcare programs as well as changes with respect to the Patient Protection and Affordable Care Act (ACA) and the Health Care and Education Affordability Reconciliation Act, collectively referred to as the ACA and any regulations enacted thereunder that may result from changing political conditions, the new administration or judicial actions, including the ultimate outcome in "Texas v. United States of America" regarding the constitutionality of the ACA; rate cuts or other payment reductions or delays by governmental payors and other risks and uncertainties affecting our government businesses; our ability to adequately price products; tax matters; disasters or major epidemics; changes in expected contract start dates; provider, state, federal, foreign and other contract changes and timing of regulatory approval of contracts; the expiration, suspension, or termination of our contracts with federal or state governments (including, but not limited to, Medicaid, Medicare, TRICARE or other customers); the difficulty of predicting the timing or outcome of pending or future legal and regulatory proceedings or government investigations; challenges to our contract awards; cyber-attacks or other privacy or data security incidents; the possibility that the expected synergies and value creation from acquired businesses, including businesses we may acquire in the future, will not be realized, or will not be realized within the expected time period; the exertion of management's time and our resources, and other expenses incurred and business changes required in connection with complying with the undertakings in connection with any regulatory, governmental or third party consents or approvals for acquisitions; disruption caused by significant completed and pending acquisitions making it more difficult to maintain business and operational relationships; the risk that unexpected costs will be incurred in connection with the completion and/or integration of acquisition transactions; changes in expected closing dates, estimated purchase price and accretion for acquisitions; the risk that acquired businesses will not be integrated successfully; restrictions and limitations in connection with our indebtedness; our ability to maintain or achieve improvement in the Centers for Medicare and Medicaid Services (CMS) Star ratings and maintain or achieve improvement in other quality scores in each case that can impact revenue and future growth; availability of debt and equity financing, on terms that are favorable to us; inflation; foreign currency fluctuations; and risks and uncertainties discussed in the reports that Centene has filed with the Securities and Exchange Commission. This list of important factors is not intended to be exhaustive. We discuss certain of these matters more fully, as well as certain other factors that may affect our business operations, financial condition and results of operations, in our filings with the Securities and Exchange Commission (SEC), including our annual report on Form 10-K, quarterly reports on Form 10-Q and current reports on Form 8-K. Due to these important factors and risks, we cannot give assurances with respect to our future performance, including without limitation our ability to maintain adequate premium levels or our ability to control our future medical and selling, general and administrative costs.

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For further information: Media, Marcela Manjarrez-Hawn, (314) 445-0790, mediainquiries@centene.com;
Investors: Jennifer Lynch Gilligan, (212) 759-0382 investors@centene.com

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