

MDHHS House Appropriations Sub-Committee Testimony

February 13, 2019

Presented by Heidi Chan

Market President

Blue Cross Complete of Michigan

Today's presentation



- Blue Cross Complete by the numbers
- Member engagement – how we reach and support our members
- Acting on social determinants of health
- Whole-person integration
- Questions

Overview



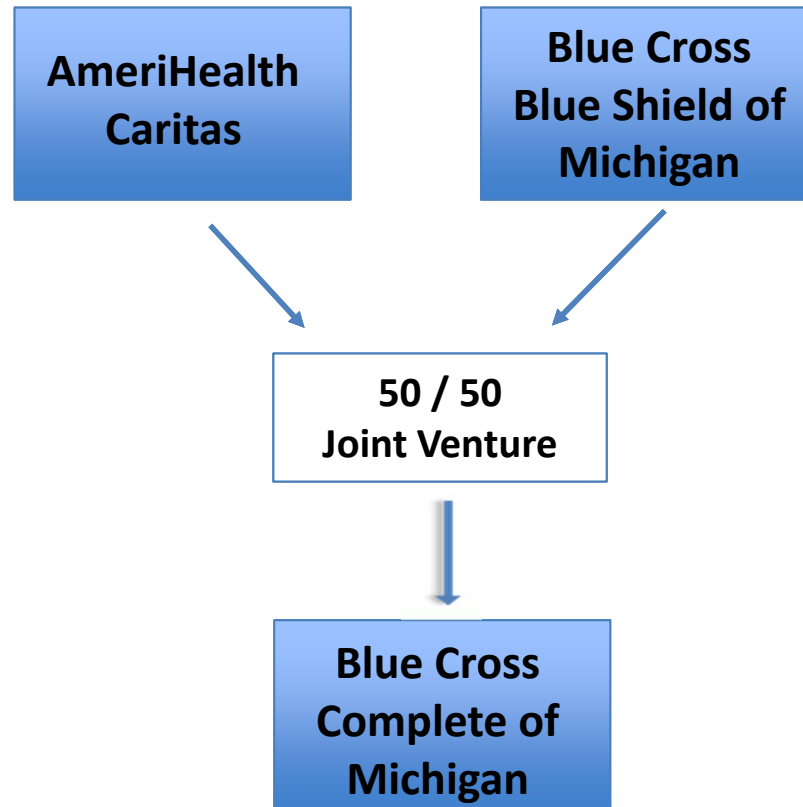
Serving 208,670 members in Michigan.

**Guided by the track record and experience
of our parent companies.**

**Backed by the strong tradition and trust
symbolized by the cross and shield.**

**We help our members access care, be well
and build healthy communities.**

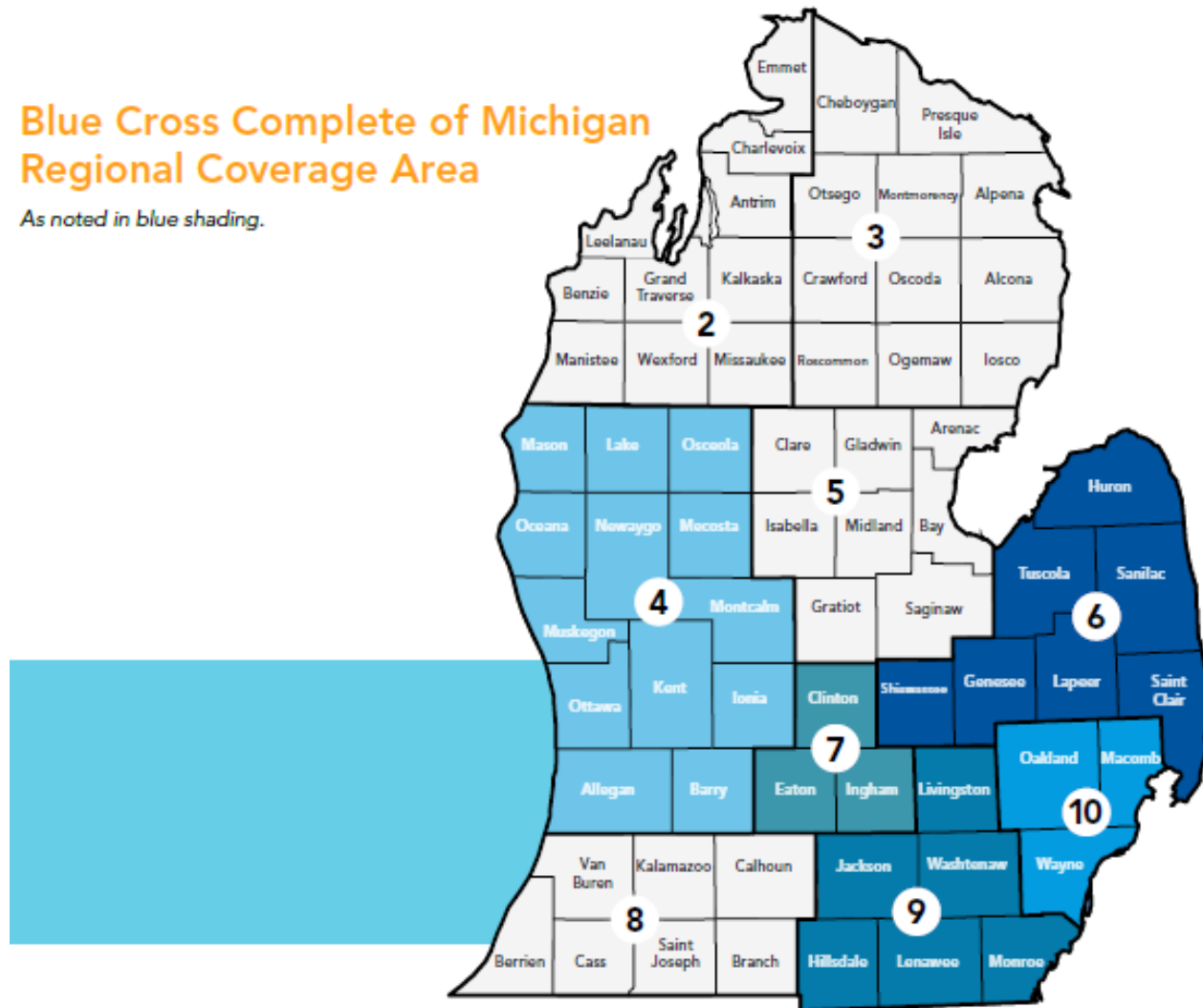
Ownership and joint governance structure



Service area

Blue Cross Complete of Michigan Regional Coverage Area

As noted in blue shading.



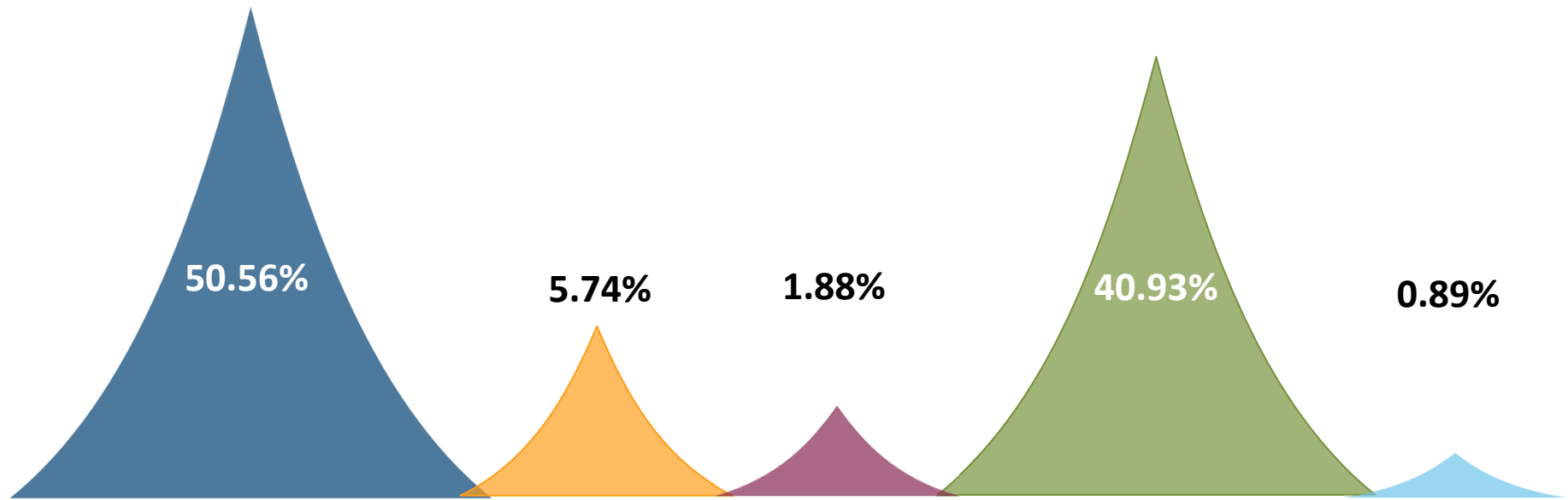
Blue Cross Complete of Michigan LLC is an independent licensee of the Blue Cross and Blue Shield Association.

Provider network



- ~ 30,000 contracted providers.
- ~ 4,000 PCPs, 78 hospitals (acute care and critical access) and thousands of specialist and ancillary providers.
- Value-based agreements with providers.
- Monitor network adequacy.
- Hold collaborative education / training events – office manager meetings.

Membership mix



Expectant moms, infants and children

Duals

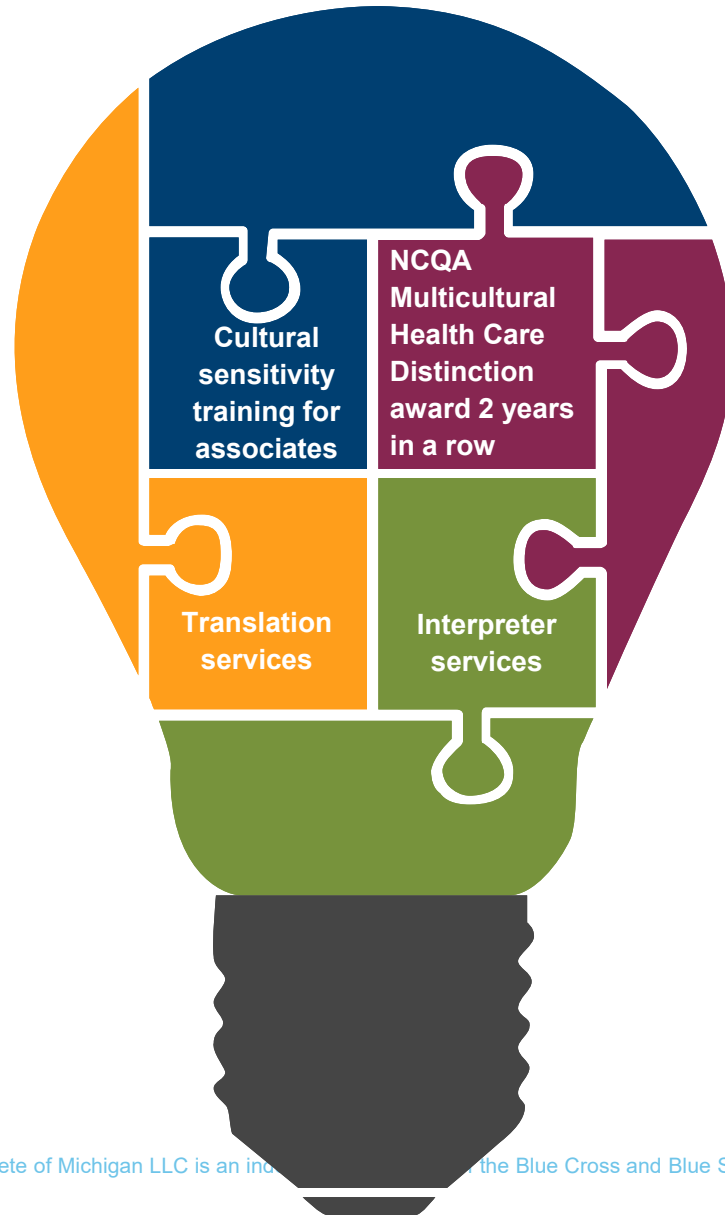
Children's Special Healthcare Services

Disabled / chronically ill

Healthy Michigan Plan

Total membership: 208,670

Health equity and literacy



Member engagement



Outreach programs

Maternity Care

- Bright Start® program
- Keys to Your Care® texting program
- Pregnant women dental benefit
- Maternal Infant Health Program

Oral Health

- Healthy Michigan Plan
- Healthy Kids Dental gaps in care

Complex Care Management programs

Healthy Behaviors / Health Risk Assessment

- Tobacco cessation program

SafeLink Wireless® Smartphone program

Medicine disposal bags on demand



Leading in quality measures



HEDIS® measures:

- Adolescent Immunization
- Medication Management for Asthma
- Medication Management for Antidepressants

Achieve results through:

- Care management
- Community health worker outreach
- Telephonic and in-person touchpoints
- Drug therapy management programs

HEDIS® is a registered trademark of the National Committee for Quality Assurance (NCQA).

Social determinates of health

The economic and social conditions that influence and group differences in health status.



We use social determinants of health data to meet our members' needs, including connecting members with community resources.

Whole-person, integrated care

Holistic Approach to Member Care

Our integrated health care management programs address members' comprehensive needs.





Questions?