

# **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



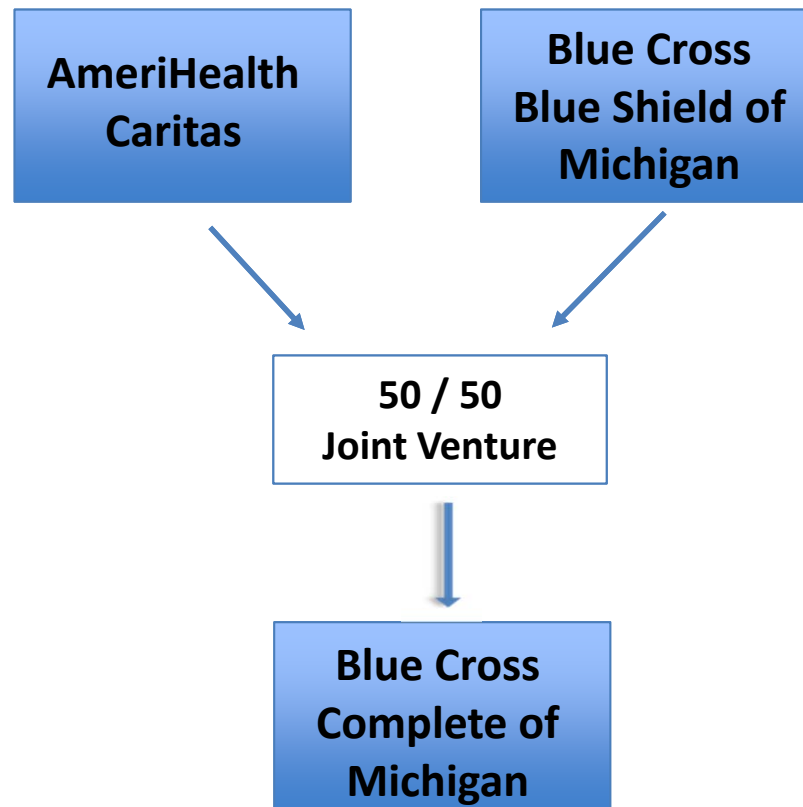
**Serving 208,670 members in Michigan.**

**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.**

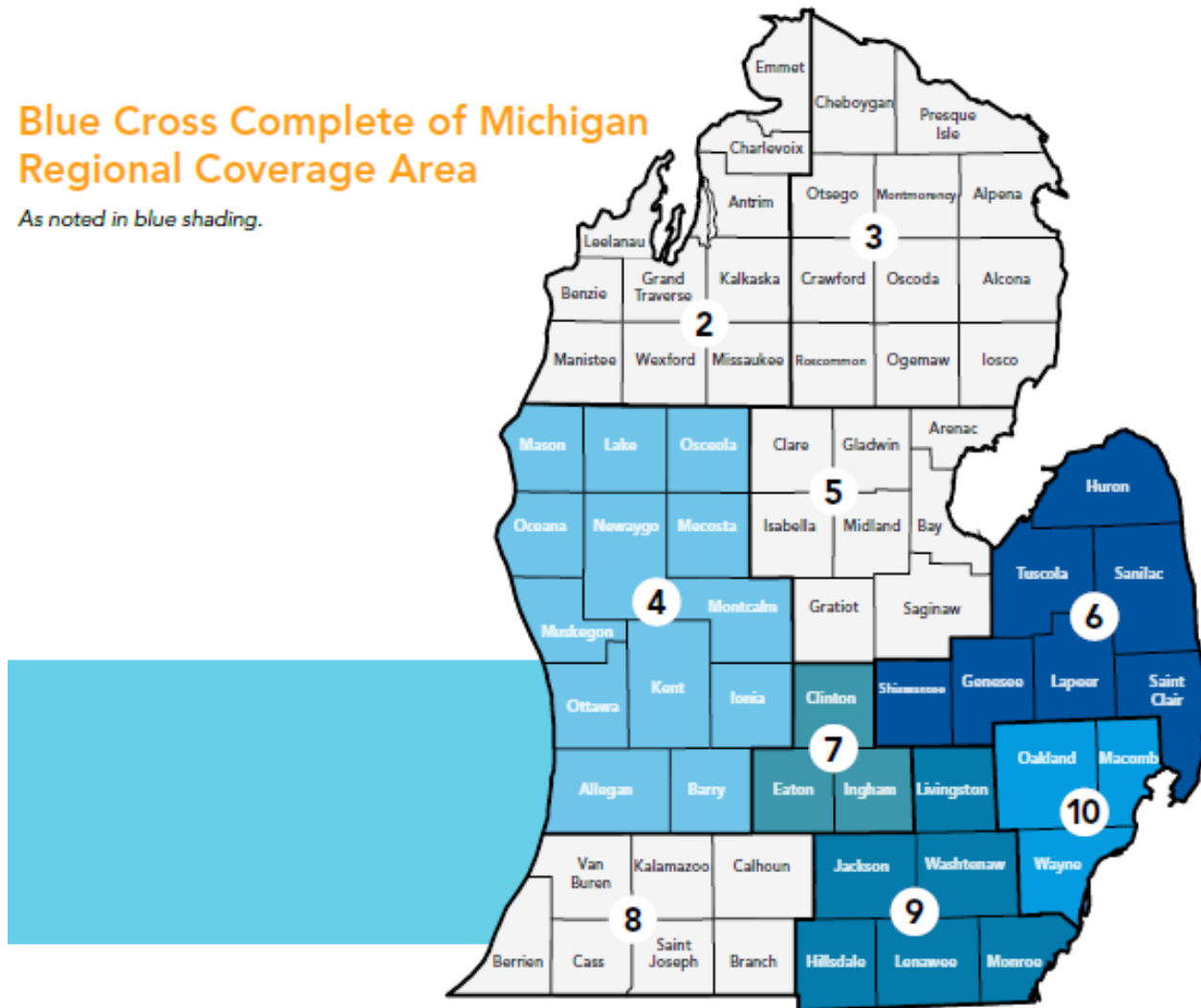
# Ownership and joint governance structure



# Service area

## Blue Cross Complete of Michigan Regional Coverage Area

As noted in blue shading.



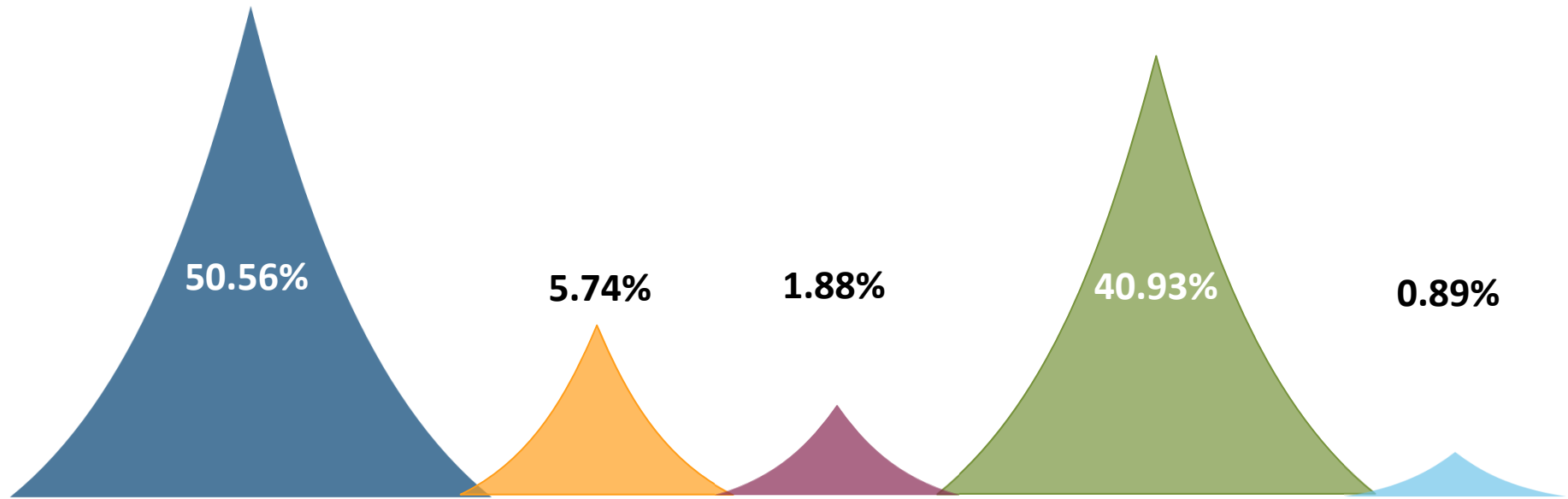
Blue Cross Complete of Michigan LLC is an independent licensee of the Blue Cross and Blue Shield Association.

# 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

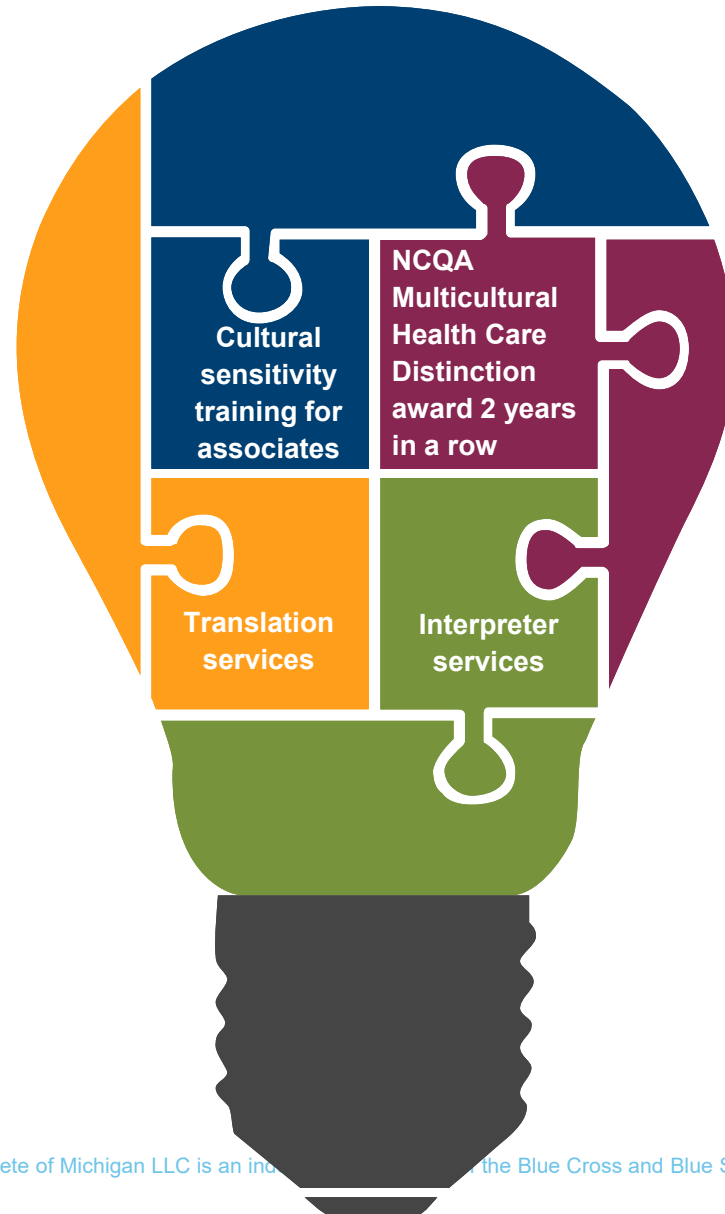
Children's Special  
Healthcare Services

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?