

# 2022 Facts and Information

## BLUE CROSS COMPLETE OF MICHIGAN

### About Us

Since June 1, 2015, Blue Cross Complete of Michigan is the Medicaid subsidiary of Blue Cross® Blue Shield® of Michigan. Our membership has grown to 349,588 members in 32 counties in 2022, from 88,000 in 2015. Blue Cross Complete is the third-largest Medicaid health plan in Michigan with a market share of 14.8%. Headquartered in Southfield, Michigan, we're a health maintenance organization contracted with the Michigan Department of Health and Human Services to coordinate health care services for Medicaid beneficiaries enrolled in our plan.

**Our Mission** We help people get care, stay well and build healthy communities. We have a special concern for those who are poor.

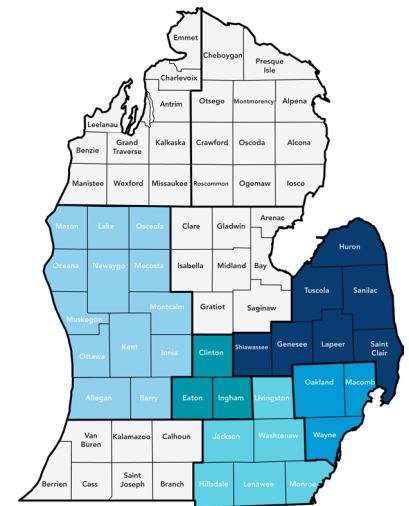
**What We Do** Blue Cross Complete provides administrative services and arranges for the provision of covered services for members within our service area. Blue Cross Complete providers offer preventive and wellness care (for example, an annual physical exam), and we encourage and support our Medicaid population in using medical, dental, hearing and vision services for preventive, whole-person care.

**Recognitions** We hold an Accredited status from the National Committee for Quality Assurance, and a *Multicultural Health Care Distinction* for the delivery of culturally appropriate and quality improvement interventions serving diverse populations.



**Provider Network** We have contracts with 66 acute care hospitals, 14 critical access hospitals and nine acute long-term care hospitals. We also have contracts with approximately 30,000 primary care doctors and specialists and 4,000 primary care providers in health systems across the state of Michigan including:

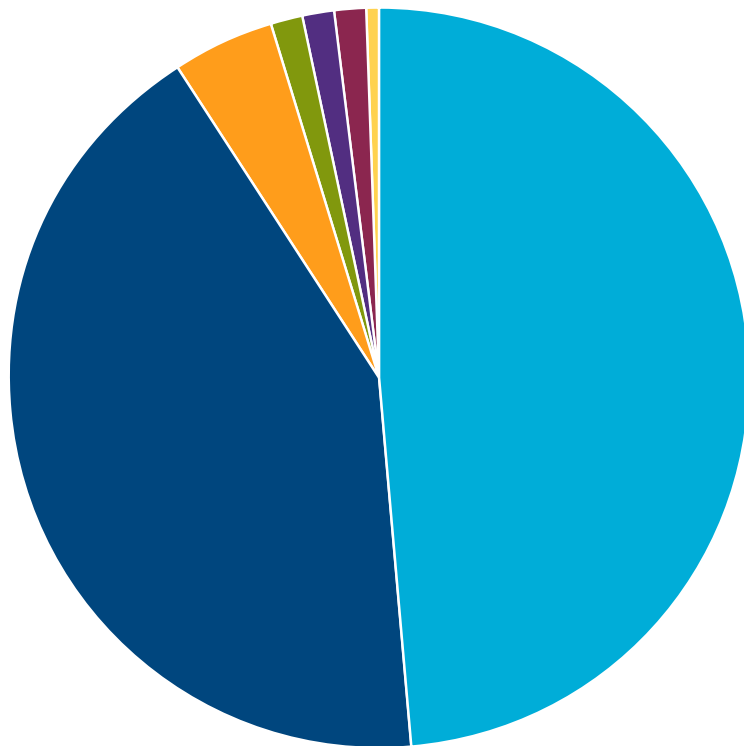
- Corewell Health
- Detroit Medical Center (Tenet Healthcare)
- Genesys Health System
- Metro Health
- Sparrow Hospital
- St. John Health System (Ascension)
- Trinity Health
- University of Michigan



Coverage area by county



## Our membership mix



**48.7%** Expectant mothers, infants and children

**42.2%** Healthy Michigan Plan

**4.6%** Aged, blind and disabled

**1.4%** Children's Special Health Care Services

**1.4%** Individuals eligible for both Medicare and Medicaid

**1.4%** MI Child

**0.3%** Elderly assistance

## Supporting Member Needs through Population Health

Our Population Health team provides concentrated outreach and support to some of our most vulnerable members, using data, innovative new programs, and cross-departmental collaboration to make lasting health impacts. Examples include:

- **Maternity care** – Blue Cross Complete facilitates positive maternity health outcomes for Michigan moms and babies. Our quality scores for timeliness of prenatal care increased by 9.17% and timeliness of postpartum care by 7.5% in 2022, marking a solid foundation of care for mothers.
- **Community powered circles** – The Wider Circle program harnesses the power of community relationships, bringing members together to form moderator-facilitated support groups with others in a similar health situation.
- **Digital support for real-world outcomes** – A virtual support program for members with chronic conditions combines remote data monitoring with live telephone support services. Members receive a smartphone and other tools to monitor their conditions and are given supportive coaching to gain control of their health.
- **Fighting hepatitis C with information** – Outreach is critical to help prevent the spread of hepatitis C. Members can join a care management program for treating and managing hepatitis C.
- **Strengthening sickle cell support systems** – Our sickle cell care management has achieved improvements in all performance measures, such as increased long-term antibiotic use and increased primary care provider and specialist visits.

## Community-based Outreach and Care Management

Our Community Outreach team addresses the obstacles standing between our members and good health, making direct connections to ensure they have the support and services they need. This support goes beyond helping members get to medical appointments.

More than 80% of a person's health is tied to non-clinical factors called social determinants of health. The social determinants of health needs that most members reported in 2022 were employment, utilities, education, food and transportation. When these needs aren't met, it's difficult for our members to devote time and energy to health maintenance.

Our Community Health Navigators leverage their expertise and community connections to make resources more accessible to our members. They actively connect with members by phone and email about medical and dental appointments, pharmacy services, maternity care, transportation services, education, job resources, food security, utilities assistance and more.

## Commitment to Diversity, Equity and Inclusion

Blue Cross Complete removes barriers to health equity by getting as close to the root of the problem as possible to provide a straightforward path to good health for our members. By acknowledging that these disparities are real and have tangible effects, we can begin working to clear the inequities that stand between our members and their healthiest lives.

## 2022 Health Plan Highlights

- More than 167,000 phone calls to members to schedule doctor visits and encourage important health screenings to close care gaps.
- Conducted more than 7,000 in-person member visits.
- Scheduled 2,317 health care and dental appointments for members.
- Enrolled 1,644 new members in the Children's Special Health Care Services (CSHCS) program.
- Reached 217,430 members through texting programs about topics such as flu prevention, COVID-19 resources, dental care, maternity care and important health screenings.
- Referred 6,719 babies and 7,996 mothers to the Maternal Infant Health Program.
- Participated in 835 community events with community agencies that touch our members' lives.
- Logged 1,864 employee volunteer hours.
- Achieved a 98% rating in compliance oversight from the Michigan Department of Health and Human Services.
- Achieved 68% employee pledge participation for the United Way campaign.

## Our Leadership

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### About Blue Cross Complete

Blue Cross Complete of Michigan is contracted by the state of Michigan to provide medical services to eligible Medicaid and Healthy Michigan Plan beneficiaries in 32 counties. Blue Cross Complete of Michigan is headquartered in Southfield, Michigan, and is an independent licensee of the Blue Cross and Blue Shield Association. For more information, visit [mibluecrosscomplete.com](http://mibluecrosscomplete.com).



Nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association

### About Blue Cross Blue Shield of Michigan

Blue Cross Blue Shield of Michigan, a nonprofit mutual insurance company, is an independent licensee of the Blue Cross and Blue Shield Association. Blue Cross Blue Shield of Michigan provides and administers health benefits to 4.5 million members residing in Michigan and employees of Michigan-headquartered companies who reside outside the state. For more company information, visit [bcbsm.com](http://bcbsm.com) and [mibluesperspectives.com](http://mibluesperspectives.com).

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