

2024 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 286,645 members in 58 counties in 2024, from 88,000 in 2015. Blue Cross Complete is the third-largest Medicaid health plan in Michigan with a market share of 16.21%. On October 1, 2024, our service area expanded to 58 counties in the Lower Peninsula.* 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.

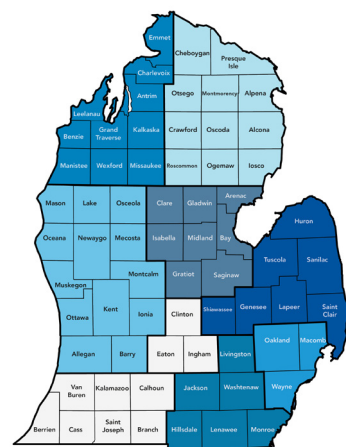
What We Do Blue Cross Complete provides administrative services and arranges for the provision of covered services for members within our service area. Blue Cross Complete providers offer preventive and wellness care (for example, an annual physical exam), and we encourage and support our Medicaid population 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, as well as a Health Equity Accreditation for reducing health inequities, improving care, and building an internal culture that supports health equity.



Provider Network We have contracts with 80 acute care hospitals, 19 critical access hospitals and nine acute long-term care hospitals. We also have contracts with approximately 56,000 primary care doctors and specialists and 8,800 primary care providers in health systems across the state of Michigan including*:

- Bronson Healthcare
- Corewell Health
- Detroit Medical Center (Tenet Healthcare)
- Henry Ford Genesys
- Henry Ford St. John
- Metro Health
- Munson Healthcare
- Michigan State University
- My Michigan Health
- Sparrow Hospital
- St. John Health System (Ascension)
- Trinity Health
- University of Michigan



Coverage area by county*



Confidence comes with every card.®

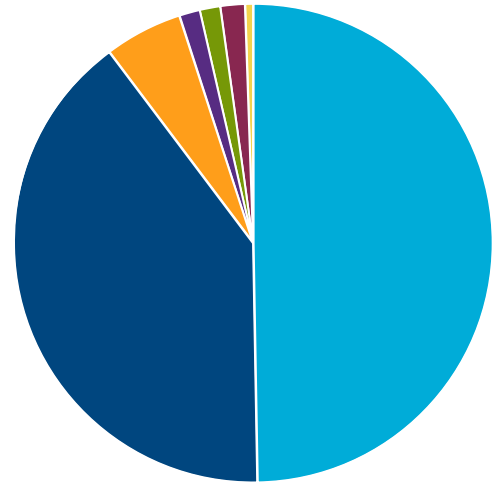
*Blue Cross Complete's service area expanded to mid- and northern Michigan on October 1, 2024.

Empowering Members through Collaboration and Innovation

Blue Cross Complete won its contract renewal bid in 2024, allowing us to expand from 32 to 58 counties in Michigan's lower peninsula. We were awarded a five-year contract from the Michigan Department of Health and Human Services.

- **Low birth weight** – Our maternity care initiatives continued to focus on reducing instances of low birth weight by educating parents on risk factors, warning signs, and opportunities for intervention.
- **Doula care** – Our doula benefit expanded in 2024 as we grew our network and the number of covered visits doubled. Doulas offer physical, emotional, and educational support to members before, during, and after pregnancy.
- **Care management expansion** – This year we expanded our care management services to children in foster care. Care managers worked with foster care workers to make sure children saw their primary care provider in a timely manner, as well as helped with transportation and other resource needs.
- **Accessing health and dental benefits** – Through online content, mailings, and in-person interactions, members were educated about the importance of screenings for catching illnesses early, and how and when to access the health care system.
- **Sickle cell support** – Our sickle cell care management program improves performance measures in such areas as long-term antibiotic use and increased use of primary care and specialists.

Our Membership Mix



52.7% Expectant mothers, infants and children

36.9% Healthy Michigan Plan

5.5% Aged, blind and disabled

1.7% Children's Special Health Care Services

1.2% Individuals eligible for both Medicare and Medicaid

1.6% MI Child

0.4% Elderly assistance

Health-related Social Needs

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.

2024 Health Plan Highlights

- Received four out of four “apples” for Taking Care of Women and Keeping Kids Healthy in the MDHHS Consumer Guide.
- Achieved a 98% rating in compliance oversight from MDHHS.
- Collaborated with 311 community organizations that touch our members’ lives.
- Achieved a 57% pledge participation rate for the Giving Together employee giving campaign.
- Logged 2,834 employee volunteer hours to support community organizations.
- Held our 7th annual Community Baby Shower and Health Fair at Durfee Innovation Society in Detroit.

Find us online
mibluecrosscomplete.com

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Our Leadership

Todd Anderson

Market President
tanderson4@mibluecrosscomplete.com

Michele Lundberg

Plan Operations & Administration Director
mlundberg@mibluecrosscomplete.com

Dena Austin

Director Market Clinician Population Health
daustin@mibluecrosscomplete.com

Donald Beam, M.D.

Chief Medical Officer
dbeam@mibluecrosscomplete.com

Jason Burcham

Provider Network Operations Director
jburcham@mibluecrosscomplete.com

Courtney Cloutier

Compliance & Regulatory Affairs Director
ccloutier@mibluecrosscomplete.com

Joel Humphries

Quality Management Director
jhumphries@mibluecrosscomplete.com

Brenda R. Lever

Provider Network Management Director
blever@mibluecrosscomplete.com

Geraldine Marks, R.Ph.

Pharmacy Director
gmarks@mibluecrosscomplete.com

Laura Mutz

Communications & Marketing Director
lmutz@mibluecrosscomplete.com

Dena Nagarah

Member and Community Engagement Director

Jeffrey Sines

Data and Technology Services Director

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 58 counties in the lower peninsula. 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.



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 and mibluespectives.com.

