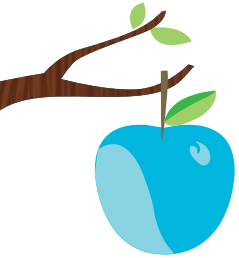


# BLUEPRINT®



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VOLUME 12 NUMBER 2

## Want to help your workforce save money and live healthier?



We recently introduced **Healthy Blue Xtras<sup>SM</sup>**, a new savings program exclusively for Michigan Blues members.

With Healthy Blue Xtras, your union members can score big savings and special offers on a variety of healthy products and services from companies across Michigan. And they can save on offers from businesses all over the U.S. through Blue365®, our national savings program.

We make it easier for members to focus on total health by making healthy living more affordable. And healthier employees can make for a healthier bottom line through improved attendance, productivity and work quality.

From groceries and fitness gear to yoga and gym packages, your members will find savings on everything they need to support a healthy, balanced lifestyle.

To take advantage of these offers, direct your members to **bcbsm.com/xtras**. Once they log in to Member Secured Services, they'll discover big savings on a variety of healthy products and services. They'll be able to view a number of local offers, plus national offers through Blue365.

Tell them to check back often, because we're adding great new offers all the time. And on top of discovering great discounts online, they'll be able to access Web tools and information designed to help them take control of their health.

### Healthy Blue Xtras toolkit

We have also created a Healthy Blue Xtras toolkit to help you promote this savings program to your members. It includes such materials as a member flier, member brochure, executive voice mail template and Web banner ad for your intranet site.

You can find the toolkit at **bcbsm.com** in *Group Secured Services*.

If you have questions about Healthy Blue Xtras, contact your Blues market relations representative.

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## Have you missed an edition of *Blueprint*?

If you've missed an edition of *Blueprint*, with a few clicks of the mouse, you can find back issues at **bcbsm.com**.

- Click on *I am a Group Customer*.
- Under *Group Services*, click on *Group Publications*.
- Under *Blueprint*, click on the issue you wish to view, which will be accessible as a downloadable PDF file.

## Healthy Blue Xtras partners

Through Healthy Blue Xtras, Blues members can enjoy special offers from such businesses as these:

- American Cycle & Fitness
- American Home Fitness
- Dunham's Sports®
- Edible Arrangements®
- Moosejaw®
- Nino Salvaggio®



## Blues' diversity achievements recognized

The spotlight was on minority- and women-owned businesses at the Blues fifth annual Supplier Diversity Achievement Awards. Nearly 250 guests attended the event, held last month at the Blue Cross headquarters in downtown Detroit.

Blue Cross Blue Shield of Michigan, Blue Care Network, Accident Fund Insurance Company of America and LifeSecure distributed 11 awards in such categories as Supplier of the Year and Diverse Supplier Achievement.

"Through our diverse supplier partnering programs and other ongoing corporate initiatives, the Blues have embraced the power of inclusion, and we're seeing enormous payback," said President and Chief Executive Officer Daniel J. Loepp. "By building strong partnerships with Michigan's growing diverse supplier community, we're able to focus on delivering excellent quality, good services and fair prices to all of our stakeholders."

In 2009 the Blues spent \$60.6 million with minority business enterprises and \$48 million in support of women-owned businesses.



Dr. Susan Schooley, one of the volunteer physicians at St. Frances Cabrini Clinic in Detroit, meets with patient Alex Harris, Jr.

## Blue Cross awards grants to 47 free health clinics

With funding from the Blues, free clinics across the state are helping provide health services to individuals without health insurance.

"In these difficult times, free clinics are a place for uninsured people to turn to for quality health care," said Lynda Rossi, Blue Cross Blue Shield of Michigan vice president of Social Mission and Public Affairs. "The uninsured often delay seeing a physician due to cost constraints — and delaying treatment often leads to more serious conditions and more expensive treatment in the long run."

The Blues' most recent grant program, announced late last year, includes grants totaling \$1 million to 47 free clinics across Michigan. These grants are helping clinics provide such important services as primary care, behavioral health care, case management, dental services, specialty care, diagnostic care and prescription drugs.

"With this grant from Blue Cross Blue Shield of Michigan, we will be able to expand our scope and quality of services while using health information technology to efficiently measure health outcomes," said Dave Law, executive director of the Joy-Southfield Community Development Corporation in Detroit.

The Blues have contributed a total of \$5 million to free clinics since 2005 as part of their social mission — a mission that sets them apart from other health insurance companies. This mission includes a commitment to increase access to quality health care, build healthier communities and reduce health care costs in the state.

If you'd like a list of the free clinics that received a 2009 grant from the Blues, send an e-mail to Pam Berry at [pberry@bcbsm.com](mailto:pberry@bcbsm.com).

## Q&A:

### Health Coverage Tax Credit

*Part of a regular column featuring questions from readers.*

**Q.** What do I need to know about the Health Coverage Tax Credit?

**A.** Nationwide, thousands of trade-affected workers and Pension Benefit Guaranty Corporation recipients are eligible for the HCTC, a federally funded tax credit that pays 80 percent of a qualified individual's health insurance premium. To be eligible, an individual must enroll or already be enrolled in a qualified health insurance plan. The most common types of qualified health insurance plans are COBRA, coverage offered through a spouse's employer or coverage through a state-qualified health plan. Blue Cross Blue Shield of Michigan is the only state-qualified health plan in Michigan. To learn more, go to [irs.gov](http://irs.gov) (keyword: HCTC). Please note that BCBSM and BCN do not control this Web site nor endorse its general content.

*If you have a question you would like answered in this space, send an email to Laura Dancsok at [LDancsok2@bcbsm.com](mailto:LDancsok2@bcbsm.com).*

**FREE CLINICS continued on page 3**

## Educators available to support health fairs, 'lunch and learns'

The Blues have two health educators available as a resource to enhance health fairs and lunch and learn seminars for both BCBSM and BCN group events.

For health fairs, educators can provide one of the following screenings, plus educational materials that address issues like obesity and high blood pressure:

- Body fat and body mass index screening
- Sun damage awareness
- Alcohol impairment awareness
- Blood pressure screening
- Grip strength testing

If you're hosting a "lunch and learn," you can select one of the following discussion topics: blood pressure, stress, tobacco cessation, nutrition or exercise

For either type of event, you can also select one of the following displays: portion size; fat and muscle models; fat, salt and sugar models; breast self-exam models; or testicular self-exam models

To request an educator for your event, send an e-mail to both Michele (Miki) Della-Moretta at [mdella-moretta@bcbsm.com](mailto:mdella-moretta@bcbsm.com) and Mary Ann Rowe at [mrowe@bcbsm.com](mailto:mrowe@bcbsm.com). Please include the following information:

- Your organization's name
- Your organization's address
- Type of event requested (health fair or "lunch and learn")
- Date and time of event
- Estimated number of attendees
- Display and screening requested
- Whether your group participates in Healthy *Blue* Living<sup>SM</sup>

For more information, contact your market relations representative.

### FREE CLINICS continued from page 2

#### Did you know?

- About 2.5 million Michigan residents under 65 years old went without health insurance at some time between 2007 and 2008, according to a report released last year by the health consumer organization Families USA.
- Blue Cross data shows that Michigan free clinics logged an estimated 122,000 patient visits in 2008.

## News Briefs

### Blues Foundation provides funds to help fight prostate cancer

The Blue Cross Blue Shield of Michigan Foundation awarded a \$52,000 grant to the Prostate Cancer Research Fund to help in the fight against the most frequently diagnosed cancer in Michigan. As part of a partnership between the Blues Foundation and the Michigan Department of Community Health, a new program is currently being developed to provide grants to Michigan researchers studying prostate cancer. "We see this as an ideal opportunity to help make a difference by supporting research on a critical health issue facing many Michigan men," said Ira Strumwasser, executive director and CEO of the BCBSM Foundation.

### Loepp profiled in *dBusiness* magazine

When Dan Loepp became Blue Cross Blue Shield of Michigan president and CEO three years ago, he came to the job with a background in communications and governmental affairs. Since then, he's become something of a corporate physician, writing prescriptions for improving the company's health in troubled times and keeping his finger on the organization's pulse. The three-year journey that's brought Loepp and the Blues to this point was recently chronicled in an article in *dBusiness* magazine. In it, Loepp talks about the company's Performance Transformation improvement project, which is saving millions of dollars.

Beyond the savings, he says the Blues must continue their efforts to improve health care quality, ensure they're delivering the best possible service, diversify their product offerings and push for health care reform in Lansing.

### Back by popular demand: Win by Losing

Win by Losing returns to motivate even more Blues members to take steps to live healthier lifestyles. Last summer, more than 40 group customers participated in the challenge and lost more than one ton of weight. The next Win by Losing contest starts this month and runs through April 30. As a part of the Blues' "Go Green" initiative, the entire competition will be coordinated through e-mail and online communications. To learn more, visit [bcbsm.com/yourhealth](http://bcbsm.com/yourhealth) or talk with your market relations representative. You can also visit the Web site throughout the nine-week competition to find out which companies are leading the challenge.



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