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BLUEPRINT®

An Information Source for Our Labor Market Customers

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MiChild a good deal for working families

Negative reports about Michigan's economy are a mainstay in the news. As employers contemplate plant closings, corporate mergers and layoffs, your union members face important decisions about the bottom line in their households. While BCBSM offers a multitude of reasonably priced products, there are other alternatives for families with children.

Working families that are struggling to make ends meet have an affordable option for insuring children through the MiChild program.

MiChild is a health and dental insurance program for the children of Michigan's working families. The Michigan Department of Community Health operates the program for a nominal monthly premium of \$10 per month per family, recently increased from \$5.

To qualify, children must:

- Be citizens of the U.S. (some legal immigrants qualify)
- Live in Michigan, even for a short time
- Be younger than 19 years old
- Have no health insurance
- Meet the family income requirements

For more information on MiChild or to apply, your union members can call toll-free 888-988-6300 or go to michigan.gov/michild.

For brochures and other materials you can supply to potential MiChild candidates, and for more information on the program, visit bcbsm.com/michild.

Learn more about new Blues products and resources at labor leader seminars

We'd like to invite you to attend one of a series of statewide educational seminars designed to keep you informed about the Blues and some of our newly formed initiatives, products and approaches to creating a healthier Michigan. We hope you find this information useful when entering negotiations for your group. All seminars begin with registration at 8 a.m. and end at 1 p.m. The dates and locations are as follows:

DATE	LOCATION
Aug. 21	BCBSM 1403 S. Creyts Road Lansing, MI 48917
Sept. 27	Hilton Detroit – Troy 5500 Crooks Road Troy, MI 48098
Oct. 25	BCBSM Lyons Meadows Conference Center Argyll Room 53200 Grand River Ave. New Hudson, MI 48165

Seminars also have been planned for the Upper Peninsula and Traverse City, but dates and locations have not been finalized.

Seminars will feature information about:

- Value added products
- Flexible BlueSM
- Dental and vision options
- New pharmacy options
- Wellness resources
- BCN's Healthy *Blue Living*SM
- Individual products

Early registration is important because space is limited to 30 participants at each session.

For more information, please contact Tracy Parks, secretary of Market Relations, at 517-322-4274.

Kevin Beachnau moves to Trust Funds

Kevin Beachnau, a 10-year BCBSM employee, has taken over as a Trust Funds account manager, bringing with him a wealth of knowledge about the health care industry, funding arrangements and the importance of labor customers to the Blues.

Beachnau most recently was a part of the Market Relations department, where he worked as a labor liaison. Prior to that, Beachnau was a new business sales consultant in Central Michigan Sales and Marketing.

As part of his new role, Beachnau will primarily handle trust fund account management and new business activities. You can call him at 517-322-4596.