

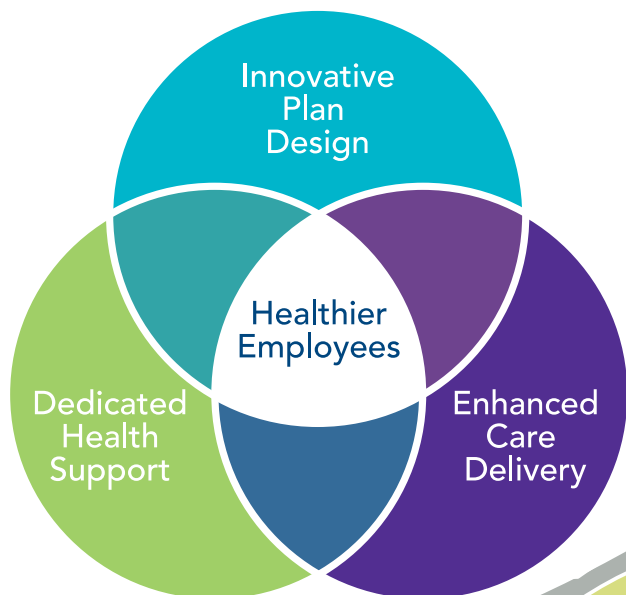
# Total value for your employees

Blue Cross Blue Shield of Michigan is leading the industry in a game-changing, integrated approach to health care. Total Health Engagement aligns goals and rewards for your employees and their doctors in an effort to drive better health habits, improve quality and lower health care costs.

This integrated approach to health care addresses your most challenging issues such as the increasing cost of health care and deteriorating employee health and productivity.

Our model provides a unique approach to health engagement that:

- Leverages the trusted relationship between members and their doctors
- Rewards doctors for caring about health, not units of service
- Improves health care quality, cost efficiency and outcomes
- Aligns industry-leading plans and programs to people's needs



## Total Health Engagement



grow  
a healthy work force.

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.

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# Total Health Engagement integrates:

## Innovative plan design

A full suite of innovative plans that motivate people to live healthier by financially rewarding healthy behaviors and outcomes with lower deductibles, premiums or other rewards.

## Dedicated health support

[BlueHealthConnection®](#), our comprehensive wellness and care management solution, provides your employees with a truly unique experience. This program includes an online health assessment, digital health-coaching programs, and health improvement programs, such as complex chronic condition management and case management, so your employees can maintain and improve their health status.

## Enhanced care delivery

Our collaborative Value Partnerships are at the forefront of nationwide initiatives driving health quality and outcomes. We're maximizing cost-efficiency and quality by rewarding providers who:

- Practice methods of care proven to get positive results
- Coordinate patients' total care with a health care team
- Help patients manage chronic conditions and make healthy lifestyle choices
- Provide the best level of care at the lowest possible cost

## Blue Cross provides access to the largest global provider network

- More than 90 percent of Michigan hospitals and 75 percent of doctors are currently engaged in our quality-improvement programs
- Includes 100 percent of hospitals and more than 90 percent of doctors throughout Michigan
- Average savings of 20 percent on Michigan claims
- Blue Care Network provides access to 5,000 primary care physicians and 14,800 specialists statewide



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