



Blue Cross
Blue Shield
Blue Care Network
of Michigan

Blue Cross Coordinated CareSM

Core  Navigator  Advocate  Suite

Here for every need

Make health care easier with personalized solutions from Blue Cross

We know that navigating the health care system can feel overwhelming at times. That's why Blue Cross Blue Shield of Michigan is committed to making it easier for your employees and their family members to understand their coverage and access the care they need. With our combination of ingenuity, expertise and technology, we've created the **Blue Cross Coordinated Care portfolio**.

The portfolio:

- Simplifies members' health care experiences
- Encourages members to get helpful and cost-effective care
- Offers members personalized support for understanding their benefits

The Core, Navigator and Advocate solutions include access to the **BCBSM Coordinated CareSM app**, allowing members to conveniently connect to clinical support or personalized assistance.



A new level of support
that's here for every need

Blue Cross Coordinated Care

CoreSM

Here to support members who need help managing complex and chronic conditions

Core is the foundation of the Blue Cross Coordinated Care portfolio and available with all Blue Cross plans. Members identified for the program receive personal support with managing complex and chronic health conditions.

Core offers:

- Advanced analytics that identify and prioritize members who would benefit most from the program, including high utilizers and members with multiple conditions or rising risk factors
- Comprehensive support from a Blue Cross care team to deliver help with medical, behavioral health, pharmacy and social needs
- Coordinated assistance with local providers and community resources to address care needs and social determinants of health
- Multichannel communication to help members stay connected based on their preference — by phone or secure messaging with the BCBSM Coordinated Care app
- High-dollar claimant reviews by a dedicated clinical team to identify addressable cost, quality or care opportunities

Blue Cross Coordinated Care

NavigatorSM

Here to provide personal clinical guidance for all members

Navigator builds upon Core and provides members with broader access to clinical support that will lead to greater engagement in managing their overall health.

Navigator includes all Core features, plus:

- Clinical navigators, who offer clinical guidance, such as gaps-in-care support, and help understanding diagnoses, treatment plans, test results and more
- Education and care coordination to provide additional support for members with complex and chronic conditions
- Increased clinical engagement with a greater percentage of members managed in our care management program

Blue Cross Coordinated Care
AdvocateSM

Here to support members who need simplified and personalized health and benefits support

Advocate expands on the offerings provided in Core and Navigator. It offers an integrated, digitally enabled clinical and servicing solution. Advocate replaces traditional customer service with member advocates who uncover members' specific needs and go the extra mile to help simplify their health care experience.

Advocate includes all Navigator features, plus:

- Personalized support from member advocates who help members resolve claims and billing issues, save time by scheduling health care appointments, coordinate care with doctors, develop a clear understanding of their benefits, and more
- Proactive recommendations to help close gaps in care and encourage members to take an active role in their care
- Integration of member advocacy, clinical navigation and care management functions — all available through our interactive digital tools
- Increased connections to drive more referrals to the right providers and solutions

Blue Cross Coordinated Care
SuiteSM

Here to provide more resources for members who have specific health conditions

Suite offers a collection of digital health resources. It's designed to be paired with Navigator or Advocate to provide extra resources for members with specific health care needs.

Suite offers:



Diabetes management

Most adults with diabetes, prediabetes or hypertension have at least one comorbid condition. That's why we offer three Livongo data-driven, digital solutions that focus on the whole person, not just individual conditions. Available options include:

- Diabetes management
- Prediabetes management
- Hypertension management

These programs provide comprehensive, integrated support for comorbid conditions, such as obesity, hypertension, high cholesterol and mental health



Expert medical opinions

This solution gives members facing a difficult diagnosis access to board-certified, leading doctors across the nation for an expert second opinion by phone or video within three to five days.

Livongo is an independent company supporting Blue Cross Blue Shield of Michigan by providing diabetes and hypertension management services.

2nd.MD is an independent company supporting Blue Cross Blue Shield of Michigan by second opinion services.

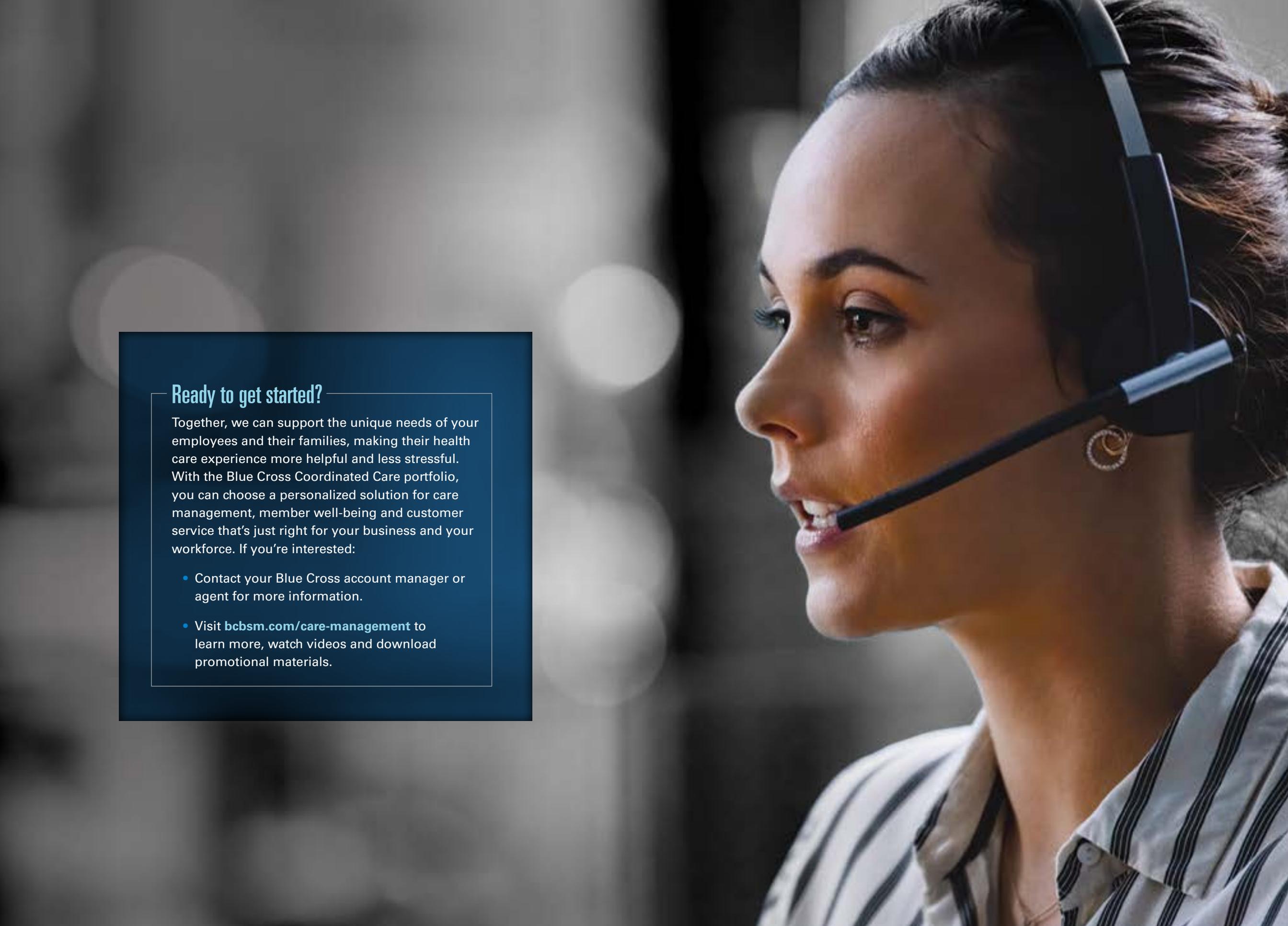
Blue Cross Coordinated Care portfolio: Taking the complexity out of health care

Core	Navigator	Advocate	Suite
<h2>+ How this program benefits members</h2>			
<ul style="list-style-type: none"> Provides members identified for the program with comprehensive, coordinated support to manage complex and chronic health conditions Identifies members who are at risk of developing complex and chronic health conditions, and offers preventive and proactive solutions 	<ul style="list-style-type: none"> Includes Core's features Provides access to clinical navigators, who assist members with clinical guidance for non-urgent illnesses and injuries 	<ul style="list-style-type: none"> Expands on the offerings provided in Navigator Replaces traditional customer service with member advocates who specialize in highly personalized and proactive problem-solving Creates a hassle-free experience for employees and their families to drive higher satisfaction 	<ul style="list-style-type: none"> Offers a collection of digital health solutions to address specific member needs
<h2>+ How this program benefits employers</h2>			
<ul style="list-style-type: none"> Uses advanced analytics to identify and prioritize members who would benefit most from the program, including high utilizers and members with multiple conditions or rising risk factors Includes high-claimant reviews by a dedicated clinical team to identify addressable cost, quality or care opportunities 	<ul style="list-style-type: none"> Includes Core's features Guarantees engagement with a greater percentage of your workforce and their dependents participating in care management Ensures any member in need of clinical guidance has access to clinical support through clinical navigators Has a lower threshold for high-dollar claimant reviews to identify addressable cost, quality or care opportunities Includes quarterly and annual program update reports 	<ul style="list-style-type: none"> Expands on the offerings provided in Navigator Creates greater member engagement and utilization of health and well-being programs, which can lead to better health outcomes and reduced spending Guides members to more cost-effective health care providers Includes monthly, quarterly and annual program update reports 	<ul style="list-style-type: none"> Must be paired with Navigator or Advocate Allows you to easily deploy a curated set of digital health solutions that are integrated with Navigator or Advocate

+ Powered by technology to deliver a personalized experience

The Blue Cross Coordinated Care portfolio is powered by technology. Our advanced digital tools allow care managers, clinical navigators and member advocates to provide a comprehensive and personalized experience for members.

- The member snapshot provides the Blue Cross care team with a complete, personalized view of each member using a cloud-based data and informatics infrastructure.
- Advanced analytics generate proactive recommendations based on care gaps, employer-offered programs, and other advocacy and member health care journeys.
- The BCBSM Coordinated Care app offers personalized recommendations and curated health and benefit content to support members' needs.
- Our integrated suite of digital tools, through a Blue Cross member account at [bcbsm.com](https://www.bcbsm.com) and the Blue Cross app, allow users to search for health care providers, review their benefits, estimate costs and research sites of care.



Ready to get started?

Together, we can support the unique needs of your employees and their families, making their health care experience more helpful and less stressful. With the Blue Cross Coordinated Care portfolio, you can choose a personalized solution for care management, member well-being and customer service that's just right for your business and your workforce. If you're interested:

- Contact your Blue Cross account manager or agent for more information.
- Visit bcbsm.com/care-management to learn more, watch videos and download promotional materials.



Blue Cross Coordinated CareSM

bcbsm.com/care-management



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