

Blue Cross Behavioral HealthSM

Support for mental health and substance use disorder conditions





We’re ready to help your employees achieve optimal behavioral health

Issues surrounding behavioral health, including opioid use disorder and suicide, have created a public health crisis — and Blue Cross Blue Shield of Michigan and Blue Care Network are taking a multipronged approach to address it. We’re committed to delivering high-quality, effective behavioral health care options and resources focused on the challenges that our members — and your employees — may be facing.

What exactly is behavioral health care?

Behavioral health care encompasses care for both mental health and substance use disorder conditions.

- **Mental health disorders** are conditions affecting a person’s thinking, feeling, mood or behavior. A few examples include depression, anxiety and bipolar disorder.
- **Substance use disorders** occur when the use of alcohol, drugs or another substance leads to health issues or problems at work, school or home.

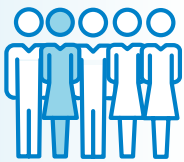
Sometimes, an individual may be experiencing both a mental health condition and substance use disorder, making their needs even more complex.

Why focus on behavioral health?

Behavioral health issues have increased significantly over the past several years. These conditions can have a profound effect on the health, well-being and productivity of your workforce. And we’re ready to help.

Consider these statistics:

Nearly **1 in 5 Americans** lives with mental illness.¹



The **estimated number** of adults with serious suicidal thoughts in the U.S. is over **12.8 million**.²

The **health care cost** for members who have a behavioral health condition is **two to three times greater** than that for other members.³



Globally, an **estimated 12 billion** work days are lost annually due to depression and anxiety at a cost of **\$1 trillion** yearly in lost productivity.⁴

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¹National Institute of Mental Health*
²Mental Health America*




³Blue Cross Blue Shield of Michigan
⁴World Health Organization*



Access to care

Access to care can be a barrier to people seeking help for behavioral health issues. That’s why it’s good to know that the number of behavioral health providers in our network has increased by 34% since 2021. This includes in-person and virtual providers.

We offer a wide range of care options, including the following:

-  **In-person or virtual visits** — One-on-one sessions with behavioral health specialists including but not limited to psychiatrists, psychologists, social workers and professional counselors.
-  **Virtual Care by Teladoc Health®** — Virtual visits with a mental health provider from a smartphone tablet or computer. This benefit is available to all fully insured groups and as a buy-up for ASC groups.
-  **Crisis services** — Members living in Michigan can quickly get the right care for a mental health or substance use disorder crisis at participating facilities. Care options include psychiatric urgent care, mobile, crisis stabilization and crisis residential. Visit our [Behavioral Health Crisis Care](#) site for more information.

Appropriate high-value, high-quality care delivery

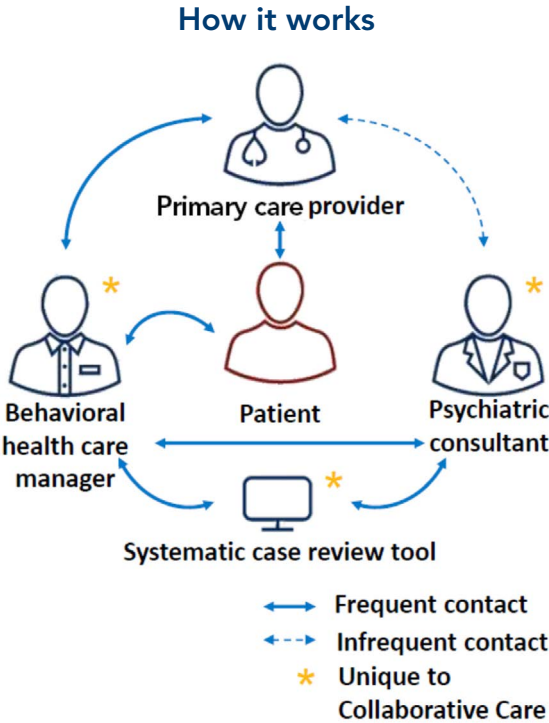
We’re at the forefront of efforts to deliver effective solutions to the mental health and substance use crisis facing our country today. Here are some examples:

Collaborative Care Model

Research has shown that behavioral health care is highly effective when integrated into the primary care setting — a setting that’s most comfortable for many people. That’s why we’ve developed a Collaborative Care Designation Program to support health care providers in delivering evidence-based, integrated care to their patients.

Collaborative Care expands the core primary care team by adding a behavioral health care manager and consulting psychiatrist to better serve patients. This maintains a patient’s relationship with a trusted provider, eliminates the need for patients to make additional appointments and keeps care centralized within the primary care provider’s office, including pediatric practices.

In 2023, the program was expanded to increase opportunities for delivering Collaborative Care to women during pregnancy and the postpartum period, as well as to patients with substance use disorders.



Blue Distinction® Specialty Care for Substance Use Treatment and Recovery

When our members need specialty care for substance use treatment and recovery, it’s good to know that there are more than 380 facilities in 43 states — including 19 in Michigan — that have received the Blue Distinction Center for Substance Use Treatment and Recovery designation from the Blue Cross and Blue Shield Association. Blue Distinction Centers have been recognized for their expertise in delivering quality care in various areas of specialty care.

To locate a provider that’s been awarded the BDC Substance Use Treatment and Recovery designation, visit bcbs.com/blue-distinction-center/facility.*

*Blue Cross Blue Shield of Michigan and Blue Care Network don’t own or control this website.

Appropriate high-value,
high-quality care delivery

Medication-Assisted Treatment

Medication-Assisted Treatment, or MAT, is the use of medications, in combination with counseling and behavioral therapies, to provide a holistic approach for the treatment of substance use disorders. Research has shown it can be very effective in treating opioid use disorder and other substance use disorders, as well as helping prevent relapses.

In 2020, Blue Cross Blue Shield of Michigan began promoting training to health care providers that would allow them to obtain waivers to prescribe buprenorphine in an office setting to patients with opioid use disorder. Buprenorphine is one of the medications used to treat patients fighting addiction.

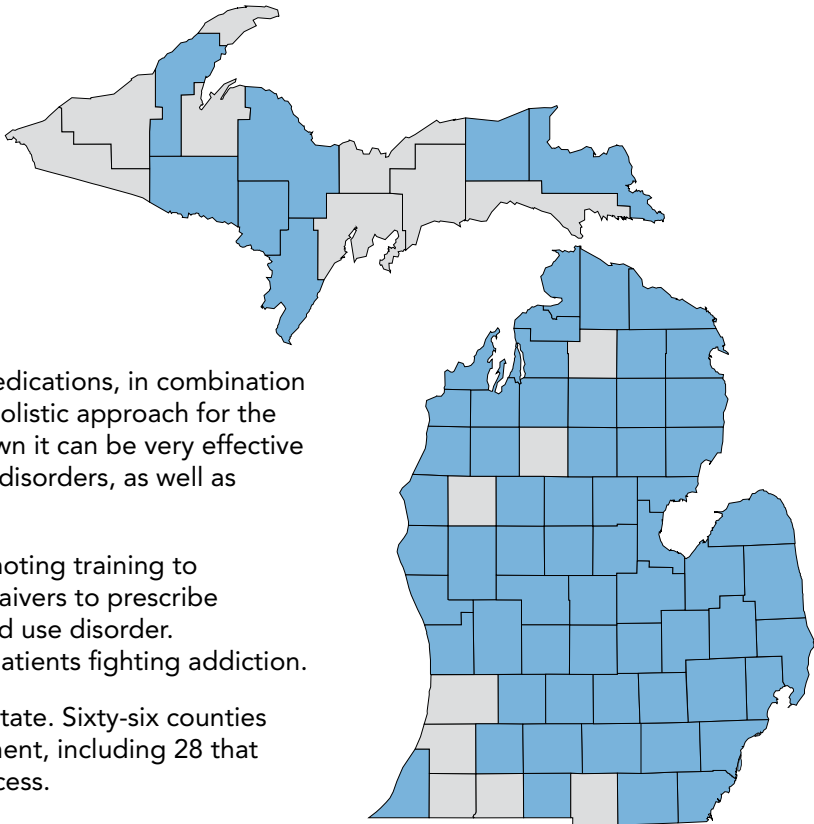
This has helped expand access to MAT throughout the state. Sixty-six counties now have primary care physicians delivering MAT treatment, including 28 that didn't have access before our efforts to expand MAT access.

All counties in blue now have access to health care providers who can provide medication-assisted treatment.

Additional support for those
who need specialized services

Blue Cross Coordinated CareSM, our care management program, offers enhanced behavioral health resources that provide holistic support for our members. We strive to deliver better cost and care outcomes through:

- **Clinical integration** — Improved medication adherence through data analysis, better integration of medications for behavioral and physical health, and more timely care management referrals, using predictive analytics
- **Specialty programs and resources** — Additional resources to support at-risk populations, close gaps in care and improve outcomes, focusing on autism, maternity care, eating disorders, substance use disorders, geriatrics and the needs of LGBTQ+ members
- **Family support program** — Support for families with children diagnosed with depression or autism.



Self-guided care resources

Many of our members prefer to go online to get the information they need about their behavioral health options. For them, we're pleased to offer these free resources and self-service tools:

Options	Description	What to use it for	How to access
Behavioral Health Support page	Personalized resource to help members find available behavioral health programs and self-guided content.	Find mental health and substance use disorder resources	Members can log in to their Blue Cross member account at bcbsm.com or our mobile app and select <i>Find Care</i> .
Blue Cross Blue Shield of Michigan behavioral health website	A comprehensive resource for mental health and substance use disorder information and support.	Mental health and substance use concerns	bcbsm.com/mentalhealth
Mental Health Self-Guided Support by Teladoc Health®	This online self-directed digital resiliency tool provides strategies to deal more effectively with daily life stressors.	Mental health concerns and well-being support	Members can visit teladochealth.com *, or call 1-800-835-2362 and use the registration code. Available to all fully insured groups and as a buy-up for ASC groups.
Blue Cross Well-Being SM	Free online tools and resources to help members improve and maintain their overall health. We work with Personify Health TM to offer a best-in-class well-being experience.	Well-being support	Members can access this resource through their member account at bcbsm.com or our mobile app. From bcbsm.com , click the <i>Programs & Services</i> tab. Then select <i>Blue Cross Well-Being</i> under <i>Quick Links</i> . From the app, select <i>Programs & Services</i> . Then select <i>Health Care & Well-Being</i> . Scroll down to <i>Blue Cross Well-Being</i> .
Blue Cross Virtual Well-Being SM	This free program offers weekly well-being webinars and meditation sessions to support overall well-being.	Well-being support	Visit bluecrossvirtualwellbeing.com and click <i>Webinars for members</i> .
Pride365+	An online resource that provides support and information for LGBTQIA+ members.	Well-being support	Visit mipride365plus.com .*
MiBlueDaily and A Healthier Michigan	Our blogs offer a wealth of information about mental health conditions and dealing with stress and anxiety, substance use and other behavioral health conditions.	Mental health and substance use concerns	Visit mibluedaily.com and ahealthiermichigan.org/mind .

Employees can also get information about behavioral health resources by talking to their primary care provider, calling the mental health and substance use disorder number on the back of their member ID card or accessing the Find a Doctor search tool from their member account.



Resources designed for you

We offer a variety of employer resources at bcbsm.com/engage to help you support your employees who may be struggling with mental health or substance use disorder conditions.

Behavioral health toolkit

View, download or print ready-to-use flyers, digital assets, emails and more to help your employees connect to behavioral health information and resources. The toolkit also includes:

- A [Conversations with employees on mental health and substance use](#) guide, which offers tips for talking to employees about behavioral health concerns.
- A [marketing planner](#), which will help you develop a custom campaign to direct your employees to behavioral health resources.

To access the toolkit, visit bcbsm.com/engage, scroll down to the behavioral health toolkit and click on View toolkit.

Opioid resources toolkit

- Visit our [Employer Toolkit: Opioid Resources](#) for information to share with your employees to keep them informed about the opioid epidemic and how to help tackle it.

Our commitment

Behavioral health problems are a longstanding national concern affecting the overall well-being of our members. Blue Cross pledges to continue to support our members and customers through an extensive portfolio of resources to meet their specific needs. And we'll continue to refine and expand our behavioral health resources, as necessary, to address this public health crisis.

If you have questions or need more information, contact your Blue Cross account manager or agent.

**READY
TO HELP**



*Blue Cross Blue Shield of Michigan and Blue Care Network don't own or control this website.

Teladoc Health® is an independent company that provides Virtual Care and behavioral health solutions for Blue Cross Blue Shield of Michigan and Blue Care Network.

WebMD Health Services is an independent company supporting Blue Cross Blue Shield of Michigan by providing health and well-being resources to Blue Cross and Blue Care Network members.