Diversity Business Development Program
BCBSM has called Michigan home for more than 70 years, and works to provide access to quality health care for everyone.
At Blue Cross Blue Shield of Michigan and Blue Care Network, we believe creating opportunities for diverse businesses is a key to our success.

Our Diversity Business Development Program provides suppliers the opportunity to participate in the contracting process with the goal of increasing the number of qualified, diverse companies doing business with us.
Products and services
A minimum of 15 percent of our procurement dollars are allocated to minority business enterprises for support of products and services in the following areas, including:

**Health care services**
- Wellness and other health care programs, care management and call centers

**Information technology**
- Hardware, software, communications and IT consultants

**Administrative services**
- Training, temporary help, advertising, printing and facilities management

**Second tier program**
- Requests our primary contractors to use and report spending with diverse suppliers in the fulfillment of their contracts
BCBSM and BCN supplier qualifications
We strive to increase business opportunities for diverse companies that are committed, flexible and innovative.

**Criteria**

- Minimum 51 percent owned and operated by U.S. citizens who are members of one or more of the following cultural groups*:
  - African American
  - Hispanic
  - Native American, Asian-Pacific and Asian Indian American

**Attributes**

- Quality products and services
- Technical expertise
- Value-added propositions
- Responsiveness
- High ethical standards

*Financial spending with female-owned businesses is tracked. Women that are not part of the groups above are not counted as minority dollars. Being a diverse supplier or a woman-owned company is not a guarantee for doing business with BCBSM or BCN.
Supplier diversity mission statement

Blue Cross Blue Shield of Michigan and Blue Care Network continuously strive to provide equal access and opportunity to diverse businesses in the procurement of goods and services.
Step 1:

- Contact supplierdiversity@bcbsm.com for a Supplier Information form. The form will help define the products and services your company offers and provide a profile for review.

Step 2:

- Complete the Supplier Information form and obtain certification (recommended, but not required) from a third-party certification agency, including:
  
  - National Minority Supplier Development Council
    www.nmsdcus.org
  
  - Michigan Minority Supplier Development Council
    www.mmbdc.com
  
  - Women’s Business Enterprise National Council
    www.wbenc.org
  
  - Center for Empowerment and Economic Development
    www.miceed.org
  
  - U.S. Small Business Administration
    www.sba.gov

Step 3:

- Submit the Supplier Information form and certification documentation to supplierdiversity@bcbsm.com to register your company in our Supplier Network. Alternatively, fax the information to 1-866-294-4981 or mail to:

  BCBSM Supplier Diversity Program
  600 East Lafayette Blvd.
  MC 0625
  Detroit, MI 48215
Diversity awards
Our diversity spending has increased by 100 percent over the past five years. We have been recognized with numerous awards, including:

- **Corporation of the Year**, Michigan Minority Supplier Development Council (MMSDC) — 2007-2010
- **Corporate ONE Award for outstanding corporate partnership**, MMSDC — 2000 - 2010
- **Buyer of the Year Award**, MMSDC — 2010
- **The Jethro Joseph Advocate of the Year Award**, MMSDC — 2010
- **Corporate Advocate of the Year award**, Women’s Business Enterprise Council – Great Lakes — 2010
- **Lead Employer of the Year**, U.S. Business Leadership Network — 2010
- **Corporate Diversity Champion**, Michigan International Chamber of Commerce — 2009
- **Corporate Diversity Champion**, National Association of Women’s Business Owners — 2009
Additional diverse business opportunities are available through BCBSM subsidiaries, Accident Fund Insurance Company of America and LifeSecure™ Emergency Solutions.