

2023 Facts and Information*

BLUE CROSS COMPLETE OF MICHIGAN

About Us

Since June 1, 2015, Blue Cross Complete of Michigan is the Medicaid subsidiary of Blue Cross® Blue Shield® of Michigan. Our membership has grown to 330,174 members in 32 counties in 2023, from 88,000 in 2015. Blue Cross Complete is the third-largest Medicaid health plan in Michigan with a market share of 14.8%. On October 1, 2024, our service area expanded to 58 counties in the Lower Peninsula.* Headquartered in Southfield, Michigan, we're a health maintenance organization contracted with the Michigan Department of Health and Human Services to coordinate health care services for Medicaid beneficiaries enrolled in our plan.

Our Mission We help people get care, stay well and build healthy communities. We have a special concern for those who are poor.

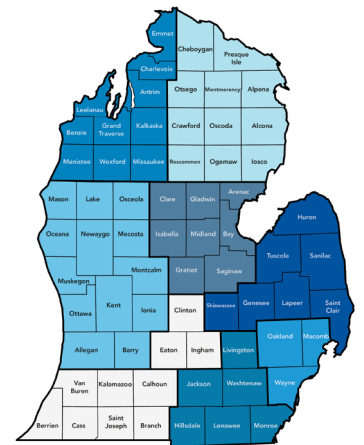
What We Do Blue Cross Complete provides administrative services and arranges for the provision of covered services for members within our service area. Blue Cross Complete providers offer preventive and wellness care (for example, an annual physical exam), and we encourage and support our Medicaid population in using medical, dental, hearing and vision services for preventive, whole-person care.

Recognitions We hold an Accredited status from the National Committee for Quality Assurance, as well as a Health Equity Accreditation for reducing health inequities, improving care, and building an internal culture that supports health equity.



Provider Network We have contracts with 80 acute care hospitals, 17 critical access hospitals and nine acute long-term care hospitals. We also have contracts with approximately 53,000 primary care doctors and specialists and 7,800 primary care providers in health systems across the state of Michigan including*:

- Bronson Healthcare
- Corewell Health
- Detroit Medical Center (Tenet Healthcare)
- Genesys Health System
- Metro Health
- Munson Healthcare
- My Michigan Health
- Sparrow Hospital
- St. John Health System (Ascension)
- Trinity Health
- University of Michigan



Coverage area by county*

*Blue Cross Complete's service area expanded to mid- and northern Michigan on October 1, 2024.



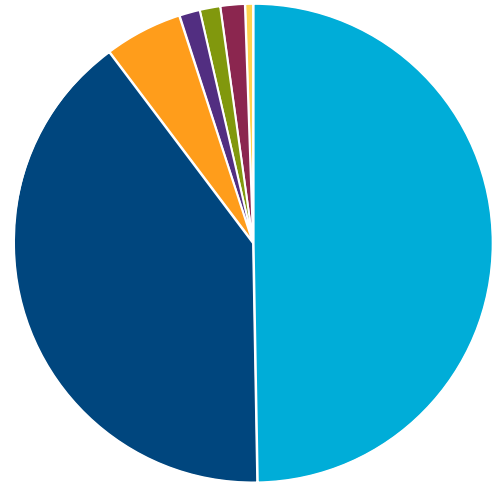
Confidence comes with every card.®

Supporting Member Needs through Population Health

Our Population Health team takes a culturally sensitive approach to care, recognizing the preferences of our members can be shaped by personal and cultural experiences. Population Health uses data, innovative programs, and cross-departmental collaboration to make lasting health impacts. Examples include:

- **Dental care** More than 70,000 adults enrolled in traditional Medicaid became eligible for dental benefits through a state dental benefit expansion in 2023. Blue Cross Complete conducts member outreach and helps members establish a relationship with their dental home.
- **Hepatitis C education and resources** Members can join a care management program for treating and managing hepatitis C. Member education is designed to help stop the spread of hepatitis C.
- **Maternity care** Through our Bright Start care management program, we help individuals and babies achieve healthy, equitable outcomes. This includes access to doula services through our online registry.
- **MDLIVE®** We contract with MDLIVE, a platform that allows members to schedule virtual video appointments with doctors 24 hours a day, seven days a week.
- **Strengthening sickle cell support** Our sickle cell care management program improves performance measures in such areas as long-term antibiotic use and increased use of primary care and specialists.

Our Membership Mix



49.8% Expectant mothers, infants and children

40.2% Healthy Michigan Plan

5.1% Aged, blind and disabled

1.5% Children's Special Health Care Services

1.3% Individuals eligible for both Medicare and Medicaid

1.8% MI Child

0.4% Elderly assistance

Health Equity and Accessibility

Blue Cross Complete works to address large and small disparities from predisposition to disease to doctor-patient relationships. This is supported through text messaging, community outreach, individual conversations and more. Educational outreach has covered such topics as:

- Asthma
- Hepatitis C
- High blood pressure
- HIV prevention
- Sickle cell disease

Additionally, employees and providers have access to cultural competency training, including LGBTQIA+ and minority health education. Providers are encouraged to use Blue Cross Complete's Health Equity Dashboard, which measures health outcomes by race and ethnicity.

Health-related Social Needs

Our Community Health Navigators leverage their expertise and community connections to make resources more accessible to our members. They actively connect with members by phone and email about medical and dental appointments, pharmacy services, maternity care, transportation services, education, job resources, food security, utilities assistance and more.

2023 Health Plan Highlights

- Placed 144,922 phone calls to members for disease prevention and assistance.
- Made 14,424 referrals to the Maternal Infant Health Program.
- Conducted 14,903 in-person member visits.
- Enrolled 1,446 new members in the Children's Special Health Care Services program.
- Scheduled 1,427 health care and dental appointments for members.
- Participated in 987 community events with community agencies that touch our members' lives.
- Logged 2,598 employee volunteer hours.
- Achieved a 97% rating in compliance oversight from the Michigan Department of Health and Human Services.
- Achieved 80% employee pledge participation for the United Way campaign.

Find us online
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Follow us on social media



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About Blue Cross Complete

Blue Cross Complete of Michigan is contracted by the state of Michigan to provide medical services to eligible Medicaid and Healthy Michigan Plan beneficiaries. On October 1, 2024, Blue Cross Complete's service area expanded to mid- and Northern Michigan. Blue Cross Complete of Michigan is headquartered in Southfield, Michigan, and is an independent licensee of the Blue Cross and Blue Shield Association. For more information, visit mibluccrosscomplete.com.



About Blue Cross Blue Shield of Michigan

Blue Cross Blue Shield of Michigan, a nonprofit mutual insurance company, is an independent licensee of the Blue Cross and Blue Shield Association. Blue Cross Blue Shield of Michigan provides and administers health benefits to 4.5 million members residing in Michigan and employees of Michigan-headquartered companies who reside outside the state. For more company information, visit bcbsm.com and mibluesperspectives.com.

