



BLUE CROSS BLUE SHIELD OF MICHIGAN

# COMMUNITY

*outreach*

2023 ANNUAL REPORT

**READY  
TO HELP**



WELCOME



SOCIAL MISSION



COMMUNITY RESPONSIBILITY





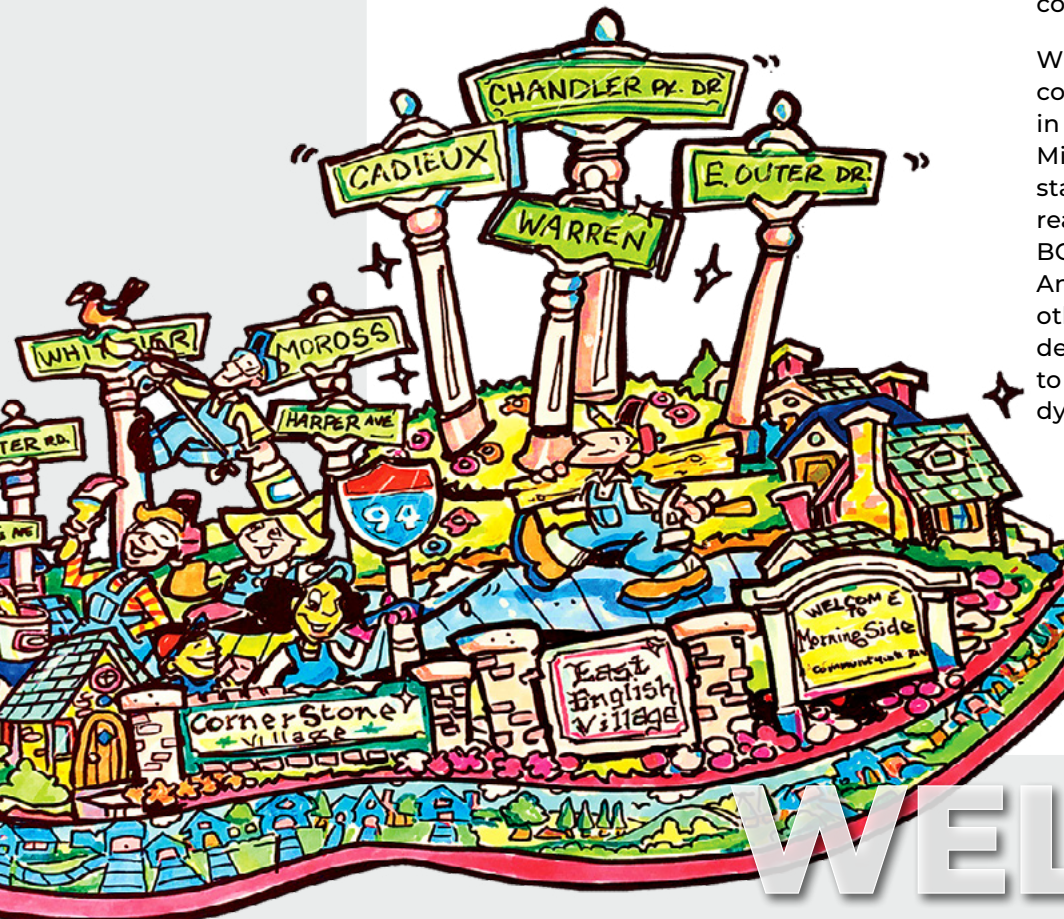
**Daniel J. Loepp**  
President and CEO  
Blue Cross Blue Shield of Michigan

Blue Cross Blue Shield of Michigan was formed 85 years ago upon the belief that high-quality health care is essential to keeping Michigan families healthy. This value continues to guide our company and serves as a cornerstone of our corporate social mission: to increase access to affordable, high-quality health care and to support initiatives that improve the health of our state's citizens and communities.

We know that Michigan communities thrive when they're healthy, vibrant and have access to essentials such as health care, employment, education, nutritious food and safe places for physical activity. This is why our Social Mission and Community Responsibility teams are laser-focused on managing vital programs and partnerships that improve the health of Michiganders.

2023 was filled with prime examples of the impact we're making. We continued BCBSM's longtime funding of Michigan schools to improve healthy lifestyle awareness in students K-12. We continue to lead the state in support of Michigan's free clinics that provide health care to underinsured and uninsured residents. BCBSM also established dozens of corporate statewide partnerships that create healthier communities, promote healthy behaviors and raise awareness of causes that align with our social mission, including maternal health, food insecurity and mental health care access for diverse populations. And we were pleased that our statewide corporate employee volunteer program, following the necessary respite during the pandemic, relaunched to include hundreds of hours of service in communities across the state.

With roots firmly in Michigan, our community commitment isn't based only in philanthropy, but also in stewardship. Michigan is our home, and we'll always stand beside our citizens and communities, ready to help. I proudly present you BCBSM's 2023 Community Outreach Annual Report, which highlights these and other community efforts that continue to demonstrate our ongoing commitment to helping create healthier, stronger and dynamic communities statewide.



*Drawing courtesy of the Parade Company.*

# WELCOME



WELCOME



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# COMMUNITY outreach

READY TO HELP



## 2023 ANNUAL REPORT



“Our support to all Michigan residents and communities has never faltered, never diminished — even during the pandemic. In 2023, we celebrated having our community teams and employees back in the field working and volunteering arm-in-arm with our partners. Being present and accessible throughout the state is where our commitment to Michigan shines. For 85 years, Blue Cross Blue Shield of Michigan has been — and always will be — ready to help Michigan.”

### Ken Hayward

Vice President, Community Relations and Special Assistant to the President

### Community Relations Leadership

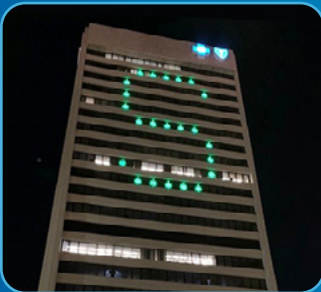
Suzanne Miller Allen, Senior Director, Community Responsibility and Social Mission

Pam Yager, Director, Social Mission

Jessica Iloff, Manager, Community Responsibility

### Detroit Tower Lights Up with Pride

Lights illuminated our Detroit Tower headquarters throughout the year in support of various events and causes.



SPARTAN STRONG



GO RED FOR WOMEN



MIGGY SALUTE



BREAST CANCER PINK



HOLIDAY LIGHTS

# BY THE NUMBERS

More than

## 61,000

patients served safety net clinics supported by the Strengthening the Safety Net program.

## 17,000

food insecure Michiganders supported through food pantry grants.

Over

## 500,000

Michigan students supported through the Building Healthy Communities program.





**Pam Yager**  
Director, Social Mission

“Whether supporting the work of Michigan’s free clinics, partnering to address food insecurity or helping to bring wellness understanding and healthy behaviors to thousands of students across the state, we’re helping create healthy communities for generations to come. Blue Cross Blue Shield of Michigan is proud of our social mission legacy and our ongoing commitment to a healthier Michigan.”

### Social Mission Team

[Kellie Every](#), Analyst | [Chai Kinney](#), Senior Health Care Analyst | [Kim Kratz](#), Senior Health Care Analyst  
[Shannon Carney Oleksyk](#), Senior Health Care Analyst

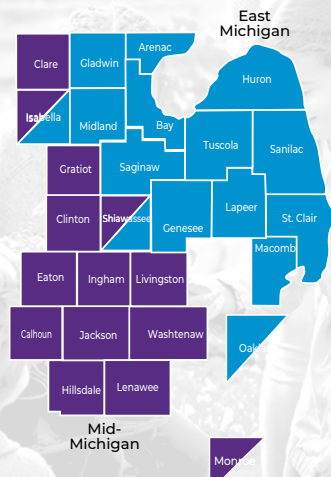
### Social Mission 2023 Regional Spend Map

Click the areas on the map to view the regional dollars spent.

TOTAL 2023 SPEND

# \$2,147,863

Blue Cross’ Social Mission team invests in community health initiatives through targeted grants that improve the health and well-being of individuals and families, empower communities and help solve complex health care problems.







**Suzanne Miller Allen**  
Senior Director, Community Responsibility and Social Mission

“Blue Cross Blue Shield of Michigan’s community outreach and impact are successful because of all the relationships and collaborations we build and engage in with organizations and stakeholders across the state. They know firsthand our company is ready to help and can be depended upon as a trusted partner of choice in their communities and throughout Michigan.”

### Community Responsibility Team

Jessica Iloff, Manager, Community Responsibility | Elise Duff, Senior Community Representative | Shelley DuFort, Senior Community Liaison, East and Southeast Michigan | Kimberly Haggard, Community Representative, West Michigan | Tanell Hills, Senior Community Liaison, West Michigan | Christie Laster, Senior Community Liaison, Southeast Michigan | LaDonna Leyva, Administrative Assistant and Sponsorship Fulfillment | Audrey Porter, Intern | BJ Puchala, Senior Community Liaison, Mid-Michigan and UP | Jorie Wyatt, Senior Community Representative

**RETURN TO VOLUNTEERISM**

**2023 COMMUNITY HEALTH FOCUSES**

Cardiac Heart Health Awareness

**HEALTHY MICHIGANDERS**

Izzo Legacy Run/Walk/Roll

**HEALTHY COMMUNITIES**

Izzo Legacy Run/Walk/Roll

### Corporate Giving 2023 Map

Click the areas on the map to view the regional dollars spent.

Each year, Blue Cross and BCN support a variety of causes and charities. In 2023, 480 corporate contributions were made, totaling \$3,974,291 in donations to nonprofits across Michigan. This funding was designated regionally as follows:

TOTAL 2023 DONATIONS  
**\$3,974,291**

Multiregional total: **\$255,700**    Out-of-state total: **\$24,460**





## Our Mission

We commit to being our members' trusted partner by providing affordable, innovative products that improve their care and health.

## Our Customer Commitment

We aspire to be clear and simple, to help you make the right choices, to offer valuable coverage and help you get quality health care for you and those you love.

## Our Commitment to our Social Mission

- Increasing access to affordable health care
- Improving the health of Michigan's citizens and communities
- Enhancing the quality of care patients receive

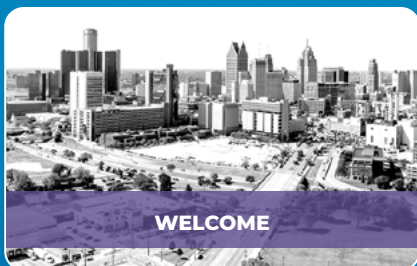
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Blue Cross  
Blue Shield  
Blue Care Network  
of Michigan

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