



We make a difference in people's lives

### Here's what BCBSM does to improve quality of care and community health:

- We promote patient safety, quality and efficiency of care through our partnerships with Michigan hospitals and physicians.
- We fight childhood obesity by providing grants to schools to help improve physical activity and nutrition. We've also developed a pediatric healthy weight toolkit for physicians and other medical professionals.
- We support community-based initiatives that positively impact the lives and promote the well-being of Michigan's residents, particularly youth and seniors.

In addition, Blues employees throughout the state provide thousands of volunteer hours in their communities. In 2007, they provided 45,000 hours of volunteer time.

### Find out more

Since Blue Cross Blue Shield of Michigan was founded in 1939, we've had a unique mission — to make quality health care coverage affordable and accessible to all Michigan residents. Our mission is more than just what we do. It's who we are, how we define ourselves as a company and where we place our priorities.

To find out more about our commitment to the people of Michigan, visit [bcbsm.com/home/commitment](http://bcbsm.com/home/commitment).



Nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association



## Our commitment to the people of Michigan



## We make a difference in people's lives

*Because Blue Cross Blue Shield of Michigan is a nonprofit company, our focus is on people, not profits. We give our members what they expect: peace of mind in knowing that we are here when they need us.*

*But our mission goes beyond our members. We fulfill our social mission by working to make quality health care coverage affordable and accessible to all Michigan residents, and we do all we can to create stronger, healthier Michigan communities.*

### Here's what BCBSM does to make health care more accessible:

- We guarantee health care coverage can be purchased by Michigan residents who can't get health care coverage anywhere else.
- We cover uninsured children by subsidizing the state's MIChild program, a medical and dental insurance program for more than 30,000 children of low-income working families. Find out more about MIChild or fill out an application at [michigan.gov/michild](https://michigan.gov/michild)\* or by calling 888-988-6300.
- We help people obtain low-cost insurance by training volunteers to help uninsured individuals learn about and enroll in government-funded health care coverage.
- We help the uninsured get the care they need by funding free health clinics across the state, which serve more than 90,000 Michigan residents.
- We subsidize coverage for seniors and people transitioning from employer-sponsored coverage so that individuals, especially the most vulnerable among us, can afford high-quality health insurance.
- We reimburse hospitals to help cover bad debt and charity care for lower-income patients without insurance.

\* BCBSM does not control this Web site or endorse its general content.