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BLUEPRINT[®]

An Information Source for Our Labor Market Customers

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Labor Day greeting

Special thanks this Labor Day to the dedicated and hard-working union workers involved with the construction projects underway at Blue Cross Blue Shield of Michigan's headquarters in Detroit. The new parking deck is nearly complete and renovation of the courtyard is progressing nicely.

In recognition of the many achievements and contributions union workers have made to communities across the country, BCBSM's Market Relations representatives will once again join in the Labor Day parade in downtown Detroit.

All of us in the Market Relations department wish you and your loved ones a happy and healthy Labor Day weekend.

Register now for upcoming Labor leader seminars

It's not too late to register for the remaining statewide educational seminars designed to keep you informed of the various health care trends, new products and financial arrangements you may find useful when entering into negotiations for your customer.

The seminars begin with registration at 8 a.m. and break for lunch at noon. During lunch, staff from our regional sales offices will give brief regional updates and be available to meet those in attendance. The seminars wrap up at 3 p.m. The dates and locations are as follows:

September 12	Hilton Detroit – Troy (formerly Northfield Hilton) 5500 Crooks Road Troy, MI 48098
September 28	Holiday Inn Marquette 1951 U.S. 41 West Marquette, MI 49855
October 17	VisTaTech Center (on the campus of Schoolcraft College) 18600 Haggerty Road Livonia, MI 48152

A seminar is also planned for West Michigan, but the date and location have not been determined.

We will be covering the following agenda items:

- Health care finance
- Consumer-directed health care
- Review of current and upcoming products

For more information regarding the Troy and Livonia seminars, please contact Marqeliar Cannon-Mason at 248-448-7594. For information on the Marquette seminar, contact Laura Voght at 906-228-6214.

National Labor Office affirms Blues' commitment to Labor

Because working with Labor is an important mission for the Blues, in 1965 the Blue Cross and Blue Shield Association established the National Labor Office to demonstrate our strong commitment to building successful relationships with organized Labor. Today, the Blues and the NLO are more dedicated than ever to working with Labor to meet the health care needs of union members.

The NLO works with Labor and the Blues to enhance the communication, collaboration and value that have made the Blues the health care partner of choice for American unions. The NLO:

- Provides informational services to union leaders to answer their health care questions, clarify plan options and facilitate successful bargaining for health benefits
- Offers education, training and consulting to union representatives to support Labor's strategic objectives
- Serves as a liaison between Labor and the Blues to ensure that our products and services fulfill Labor's objectives

The Blues cover one of every three Americans — including nearly 20 million unionized workers, families and retirees — and the Blues are No. 1 in customer satisfaction. Due to our large networks and strong discounts and administrative savings, by our estimates, more union households make the Blues their health care partner of choice than the three next-largest insurers combined.

NLO recognizes BCBSM employee

The NLO recently bestowed its highly coveted Donald Conwell Labor Representative of the Year Award to Diane VanEck, BCBSM senior market relations representative, Market Relations/Labor Liaison. The award, which has been given out for 16 years, recognizes achievements of representatives who are devoted to servicing Labor markets.

"Diane's nomination was submitted by BCBSM leadership in recognition of her dedicated service, numerous accomplishments and continued successes in selling and servicing the Labor market," said Dave Watroba, director, Market Relations.