



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

# BLUEPRINT®

An Information Source for Our Labor Market Customers

**November/December 2006 Visit our Web sites at [bcbsm.com](http://bcbsm.com) and [MiBCN.com](http://MiBCN.com) Volume 9, Number 6**

## Seasons Greetings to our valued Labor members

Tough economic times in Michigan impact the Labor market and jobs. Read below how the Blues are supporting Labor through our building expansion programs.

As the year closes, I want to thank you for your support and extend to you a warm holiday greeting and a Happy New Year.



Dave Watroba, Director

## Bring Healthy *Blue Living*™ to the bargaining table

When negotiating health care benefits, you know how important costs are. That's why we want you to know about a new product from Blue Care Network. It's called Healthy *Blue Living*, and it's the first wellness plan of its type created by the Blues. Designed to reward members who adopt healthier lifestyles, the plan also offers significantly lower premiums than the typical HMO rate.

And here's another bargaining tool: Healthy members, over time, tend to have lower overall benefit costs.

The design of this new wellness plan requires the following commitment from both the group and members:

The group commits to a healthy workplace by providing a smoke-free work environment and healthy food choices in vending machines and lunchrooms, and hosting on-site meetings such as Weight Watchers® and health fairs.

Members commit to the plan by first taking a health assessment and then partnering with their primary care physician to achieve a healthy lifestyle. We reward these members with the enhanced benefit option, which features lower out-of-pocket copayments and deductibles. For example, smokers who commit to quit and participate in a smoking cessation program like *Quit the Nic* may qualify for enhanced benefits.

Members who choose not to take the health assessment or commit to a healthier lifestyle have the standard benefit option, which provides the same level of benefits but with higher copays and deductibles. Members choose each year whether or not to commit to the plan.

Groups can choose from three Healthy *Blue Living* plans with varying drug options. Benefits include office visits,

health screenings, preventive care, inpatient and catastrophic hospital and emergency care, and more.

Please contact your Market Relations representative if you'd like help offering this new plan during upcoming negotiations.

## BCBSM building projects support Labor

Finishing touches are all that remain on the new 1,825 space parking deck that opened in October at our Detroit campus. Its world-class and environmentally friendly construction is a tribute to the union tradespeople who worked on this major building project.

Patrick Devlin, CEO, Michigan Building and Construction Trades Council, and member, BCBSM Board of Directors, had this to say: "Blue Cross Blue Shield of Michigan and Michigan's trade unions have enjoyed a tremendous relationship over the years because we both understand the importance of quality. The deck was built by skilled people who take pride in their work."

Other 2007 projects call for a substantial number of general trades workers along with union electrical, mechanical and plumbing skilled trades. They'll be renovating to accommodate corporate reorganizations and upgrading heating and cooling systems, elevators and restrooms.

In addition, we use a variety of union workers to maintain our sites. These include our larger office building complexes in Southfield, Lansing and Grand Rapids as well as smaller regional offices throughout the state.

On behalf of the men and woman in the union who work at BCBSM or help to build and maintain the facilities, we say thank you.



BCBSM's new Detroit parking deck

## Welcome Tracy Parks

Tracy Parks is the new department secretary to Linda Curtis in the Market Relations and Sales Liaison department. Tracy brings several years of hospital administration and secretarial experience to the department. Welcome, Tracy!