

Opioid Resource Guide

for employers



Confidence comes with every card.®



A national crisis

You've no doubt heard that there's a national opioid epidemic, affecting all walks of life. Someone you know — a friend, a family member or even an employee — might be misusing, abusing or addicted to prescription painkillers.



Our priority

The opioid epidemic is a top priority for Blue Cross Blue Shield of Michigan. Our mission is to prevent addiction before it starts and ensure effective treatment for people struggling with it.

We're leveraging experts and resources to develop solutions. Partnerships have an important role; we want to tackle this issue together, as a community.

To address this serious issue, we:

Gave \$570K in Q1 2018

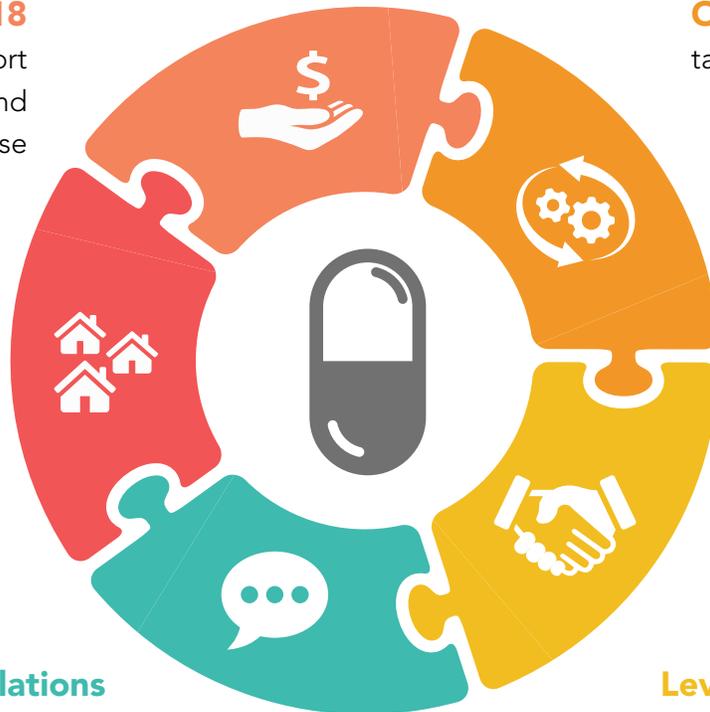
in community grants to support projects focused on opioid and prescription drug misuse

Support

our communities and customer efforts to address the epidemic

Drive public relations and social media

by providing experts to speak with media and participate in national events; host media panels; and create blogs and social media content, including articles and live events



Organized a comprehensive task force addressing:

- Pharmacy management
- Provider engagement
- Clinical and dental care efforts
- Public policy advocacy
- Fraud and abuse efforts
- Dedicated social mission and communications campaigns

Leverage our relationships

with the Blue Cross and Blue Shield Association and other Blue plans to develop national solutions

Our partnership with you

You're an important partner, too. We understand the effects of the opioid epidemic and want to help you educate your employees about this important topic.

One way is to share our resources in this Opioid Resource Guide. It includes flyers and emails on these topics:

- Opioid 101
- National Prescription Drug Take Back Day
- Medication Safety, Storage & Disposal

This guide also includes a list of additional resources to help you communicate with your employees and take additional steps for a positive and lasting impression.

We'll add materials and topics as needed. These materials are available at bcbsm.com/engage.

What you can do

- Use the materials in your workplace.
- Refer to the additional resources for more information.
- Learn more about the opioid epidemic and what Blue Cross is doing to combat it by reading and sharing the content on **MIBluesPerspectives.com/Opioid101**.

If you have questions, contact your sales representative, managing agent or general agent.



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