

MAJOR CORPORATE MILESTONES Under Daniel J. Loepf's Leadership

2006

April 2006
Daniel J. Loepf becomes CEO of BCBSM.

May 2006
Launch of **Value Partnerships**:
The program realized \$2.2B in quality-driven health care cost savings in its first 10 years.

2007

July 2007
Launches Performance Transformation:
Initiative extends value capture to \$158.6M in 2009.

September 2007
The **Accident Fund** announces a major redevelopment project conceived by Daniel J. Loepf to restore an abandoned, derelict powerplant in downtown Lansing and transform it into its new national headquarters, which opens in Lansing in 2011. By 2015 it records historic annual performance and eclipses \$1B in written premiums.

2009

July 2009
MHA Keystone Center, supported in part by BCBSM contributions, highlighted as national model for improving patient safety and quality. BCBSM has contributed more than \$20M to support the MHA Keystone Center.

Launch of **Patient-Centered Medical Home**. PCMH program has led the nation in size and cost savings with more than 1,400 physician practices caring for 1.2M members. Cost savings of \$626M in the first nine years of the program.



Launches Michigan's first **performance-based reimbursement agreement** with St. John Providence. As of 2018, these innovative contracts have achieved more than \$290M in health care value.

2010

July 2010
Blue Cross announces it will consolidate 3,000 additional employees to its **Detroit campus**. Today, nearly 5,500 BCBSM employees work in Detroit.

2011

December 2011
Dan Loepf negotiates Medigap rate freeze through 2016 with Attorney General Bill Schuette. BCBSM spends over \$1B freezing rates for Michigan seniors.

BCBSM partners with Independence Blue Cross in Philadelphia to obtain a minority interest in AmeriHealth Mercy, now known as AmeriHealth Caritas, a national Medicaid company that covers 5.3M members around the country today.

2012

BCBSM expands **Blue Cross Complete** into Wayne County, increasing its Medicaid and managed care offerings in southeast Michigan. Today, Blue Cross Complete plans are available in 32 counties.

April 2012
BCBSM **Collaborative Quality Initiatives** with doctors and hospitals net \$232M in cost savings.

June 2012
Three of the state's largest hospital systems – Ascension, Beaumont and Trinity – sign value-based agreements that evolve how hospitals are reimbursed. BCBSM signs 24 more hospitals to value-based contracts in 2014.

2013

Governor Rick Snyder's proposal to transition BCBSM to a nonprofit mutual signed into law. BCBSM begins operating as a non-profit mutual insurance company and holds first-ever annual member meeting in 2014.



2014

BCBSM commits \$2.5M to the **Grand Bargain** to assist the City of Detroit to preserve pensions, satisfy creditors and to emerge from Bankruptcy.

BCBSM makes \$100M payment to the **Michigan Health Endowment Fund**, the first of annual payments that will total \$1.56B over 18 years.

2015

BCBSM ranks #1 in the region for diversity among Midwest companies by *DiversityInc.* Magazine for the first time.

5th consecutive year of health insurance contract growth. Total overall membership is 5.2M.

Dan Loepf launches Strategic Business Transformation initiative. Exceeds goal with more than \$360M in value by 2019.

2016



BCBSM establishes Emerging Markets and Health Plan Business. BCBSM's Emerging Markets companies, providing Medicare Advantage technology and services, as well as ancillary products, account for \$8.4 billion in revenue by 2018.

2018

BCBSM receives **J.D. Power Award** for "Highest Member Satisfaction among Commercial Health Plans in Michigan."

BCBSM announces a **\$5M commitment** to the Strategic Neighborhood Fund and Affordable Housing Leverage Fund to help strengthen and improve Detroit neighborhoods.

2019



BCBSM launches **Blueprint for Affordability**, a revolutionary payment model with providers, to help control rising health care costs.

2020

BCBSM supports customers, members and providers during the COVID-19 pandemic with \$1.3 billion in premium rebates, COVID cost sharing, telehealth and advanced payments to hospitals and providers.



2021



BCBSM continues to support **members and customers** throughout the COVID-19 pandemic with \$860 million in COVID cost sharing, testing, treatment and vaccine administration.