

The power of partnership

Enhancing chronic condition support and telehealth offerings for 5+ million Michigan residents



Blue Cross Blue Shield of Michigan

Largest nonprofit health insurer in Michigan

Background

- 5M+ members across all 50 states*
- Headquartered in Detroit
- Provides health plans for individuals, families and Michigan-based employers

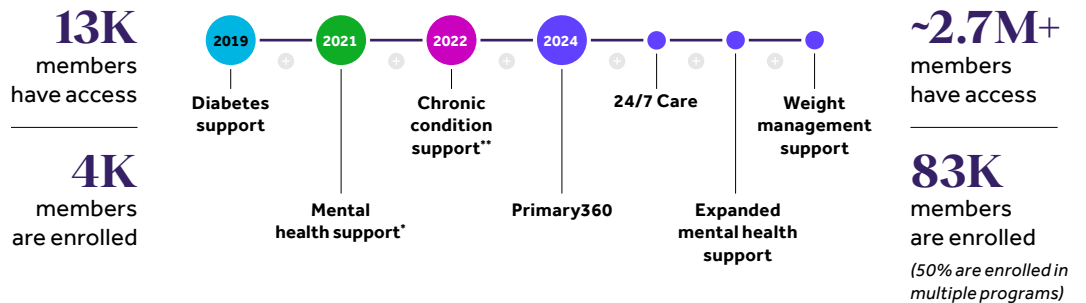
*Blue Cross Blue Shield of Michigan member data, Jan. 2026

Executive summary: Three key findings from a Teladoc Health analysis of Blue Cross® Blue Shield® of Michigan's virtual care journey

Since 2019, Teladoc Health has supported Blue Cross Blue Shield of Michigan with virtual care offerings that enable integrated healthcare for its populations and health plan coverages.

Teladoc Health first helped Blue Cross Blue Shield of Michigan deliver on its mission of building stronger healthier communities by providing support for members living with diabetes. A positive member experience, improved clinical outcomes and reduced healthcare costs led Blue Cross Blue Shield of Michigan to provide more than 2.7 million members access to programs with support and resources to live a healthier life.

Virtual care offerings¹



Teladoc Health conducted a data exploration to analyze the impact of virtual solutions for driving better engagement and clinical outcomes for Blue Cross Blue Shield of Michigan members.¹

A comprehensive analysis revealed three key findings driving success

1

Virtual solutions improve access to care

2

Integrated care increases engagement

3

Participation yields enhanced clinical outcomes

1

KEY FINDING

Virtual solutions improve access to care

To reduce health disparities across Blue Cross Blue Shield of Michigan's widely distributed populations, improving access to care was critical. Lack of public transportation and limited access to providers, especially primary care providers (PCP), led to increasing demand for virtual care.



Impact of access: Initial results from implementing Primary360¹

36%

reported they had not seen a primary care provider in the last two years, among members who came to Teladoc Health for primary care

27%

would have foregone treatment otherwise

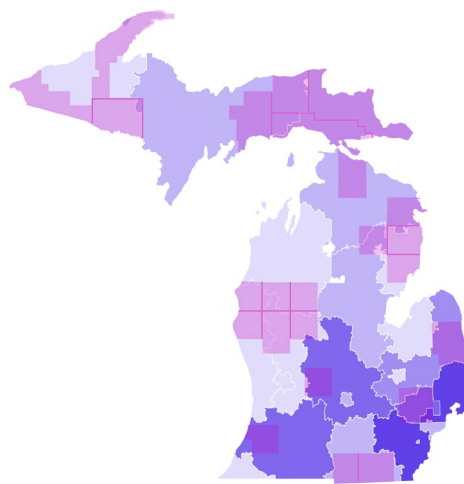
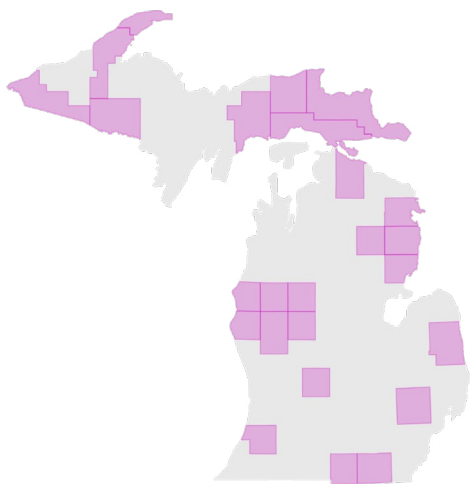
66%

of members would have sought care elsewhere if 24/7 Care was not available*

~95%

of members were satisfied with Primary360 care

Navigating primary care gaps in Michigan²



Virtual care has reduced barriers for members, particularly those in rural and underserved areas, by addressing geographic and socioeconomic disparities

KEY

Michigan counties with significant primary care professional shortage

0% Percent of eligible Blue Cross Blue Shield of Michigan members who completed Teladoc Health visits by 3-digit ZIP code
5%
10%

2

KEY FINDING

Integrated care increases engagement

As Blue Cross Blue Shield of Michigan expanded its virtual offerings, its members began utilizing programs more frequently to address a broader range of healthcare needs.



41% increase

in utilization for members enrolled in multiple programs¹



34% higher

engagement for members enrolled in multiple Chronic Condition Management programs, as compared to those enrolled in a single program¹



66K

members have completed two or more telehealth visits since January 1, 2024¹

3

KEY FINDING

Participation yields enhanced clinical outcomes

From blood glucose checks to tracking physical activity to engaging with digital coaching, members can participate in Chronic Condition Management programs in a way that works for them. Regardless of the way they engage, Teladoc Health can deliver condition-specific interventions to influence positive behavior changes. Leveraging billions of data insights, AI-powered Health Nudges™ help

members meet their health goals and lower costs. In fact, **71% of members responded to these health nudges** and checked their blood glucose more frequently, and **69% of blood glucose checks fell into the normal range** after the nudges.¹ Members with uncontrolled A1c experienced a 1.1% reduction in the first three months in the program that was maintained over time.¹



48%

increase in members whose A1c is in the controlled range of $\leq 7\%$ after six months (48% baseline at program enrollment—71% after 6+months of program participation)¹



59%

of members engaged in the program for 6+ months have achieved remission-level A1c levels¹



504

chronic condition diagnoses from members who enrolled in Primary360¹
(initial result)



Building a tailored GLP-1 strategy

Across the healthcare industry, the rise in prescribing of GLP-1 medications without corresponding lifestyle modifications has led to increased costs and unsustainable outcomes. In collaboration with Teladoc Health, Blue Cross Blue Shield of Michigan developed a comprehensive GLP-1 strategy to ensure the right members receive medication at the right time with the right level of support. Powered by this multilayered approach, this strategy offers individualized support for members while aligning with Blue Cross Blue Shield of Michigan's strategic goals.

Weight management support



Coaching, nutrition and GLP-1 specific education

A two-tiered qualification process must be completed for members to be eligible for GLP-1 prescriptions

Tier 1 *Body mass index data that meets FDA requirements*

Tier 2 *6-month enrollment (must also meet engagement requirements) in a lifestyle management program*

(Diabetes Management, Hypertension Management, Weight Management, Chronic Condition Management Plus)

Benefits



Blue Cross Blue Shield of Michigan connects GLP-1 medications with members when medically necessary



Teladoc Health supports development of healthier lifestyle habits and appropriate use of prescription therapy



Ensures more sustainable results

The power of ongoing partnership

Teladoc Health and Blue Cross Blue Shield of Michigan share a commitment to innovative solutions that can support highly diverse and distributed populations by breaking down barriers to care. Expanding virtual care can help health plans like Blue Cross Blue Shield of Michigan deliver convenient, accessible care and better health outcomes.

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Our partnership with Teladoc Health reflects Blue Cross Blue Shield of Michigan’s focus on expanding access to care through a more integrated virtual experience. This analysis shows how bringing multiple virtual solutions together can support higher engagement and positive clinical trends across our member population.

Jessica Vilani, Director Complementary Product,
Blue Cross Blue Shield of Michigan



Contact us today

Learn more about how Teladoc Health can help you support better health for your members, drive better outcomes for your business and find effective solutions for today’s toughest healthcare challenges.

TeladocHealth.com | engage@teladochealth.com

¹Teladoc Health, Blue Cross Blue Shield of Michigan Exploration; (Data Covering: February 14, 2019 – June 30, 2024).

² Counties with 2024 Health Professional Shortage Area (HPSA) score ≥ 16 (cutoff used for potential assignments of NHSC personnel; data from [Health Resources & Services Administration](#)).

The testimonials, opinions and statements reflect one client’s experience with Teladoc Health. Results and experiences may vary from client to client. The testimonials are voluntarily provided and are not paid.

*Standalone and plus solutions, which include the individual anchor program plus Weight Management and Mental Health Digital.

**Diabetes Management Plus, Hypertension Management Plus, Prediabetes Management Plus, Weight Management.

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association. Teladoc Health is an independent company that provides Virtual Care Solutions for Blue Cross Blue Shield of Michigan and Blue Care Network.

About Teladoc Health: Teladoc Health is empowering all people everywhere to live healthier lives by transforming the healthcare experience. Recognized as the world leader in whole-person virtual care, Teladoc Health leverages clinical expertise, advanced technology and actionable data insights to meet the evolving needs of consumers and healthcare professionals.

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