

BluesPAC

bluesPAC



Political Action Committee (PAC)

PAC is the name commonly given to a group of individuals who, together as one collective voice, financially support the campaigns of candidates whose interests align with the goals and interests of the organization they represent.

BluesPAC

The political action committee of Blue Cross Blue Shield of Michigan, Blue Care Network, AF Group, LifeSecure and Emerging Markets.



PAC Facts



- Contributing to BluesPAC is completely **VOLUNTARY**
- BluesPAC is regulated by state and federal campaign finance laws.
- Numerous corporations and organizations sponsor employee PACs. Examples include:
 - *Consumers Energy*
 - *AT&T*
 - *The Big Three Automakers*
 - *Competitors Aetna, Travelers and Liberty*
- A PAC is one of the most important ways an organization can impact the political campaigns of candidates running for office.



Affiliation



- The Blue Cross Blue Shield Association is a national association of 36 independent, locally operated [Blue Cross Blue Shield companies](#).
- Our Enterprise BluesPAC is an affiliate of BluePAC, the political action committee of the Blue Cross Blue Shield Association.
- All state and federal contributions are coordinated to ensure:
 - *Remain within legally established contribution limits*
 - *Eliminate any possible violation of campaign finance laws*



What is the purpose of BluesPAC?



- Create a collective voice in Lansing and Washington D.C. to represent the interests of our enterprise, employees and customers.
- Ensure legislators/regulators are aware of our corporate risks and opportunities.
- Enable employees to impact the political environments and process' affecting the Enterprise.
- Provide a forum to bring political candidates to our organization.

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Why is it important to impact the political process?



Elected Officials

Term-limits has created an environment of constant turn-over of local, state and federal officials and staff, requiring the need to constantly build relationships and provide awareness of the opportunities and risks associated with legislative public policy initiatives.

Laws and Regulations

Each year, elected officials at the state and federal and local level propose hundreds of bills that impact our operations, including our regulatory structure, claims processes/reimbursements and health care.

Influence

Our PAC's involvement in political campaigns provides us the opportunity to be heard on important issues.

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2021 Highlights



- BluesPAC made over \$460,000 in candidate contributions.
- Employees collectively raised over \$650,000 in 2021.
- BluesPAC contributed to over 130 individual candidates and political action committees, representing like-minded Republicans and Democrats at all levels of government.
- Congressman Peter Meijer, representing Michigan's 3rd congressional district, was the guest speaker at our 2021 annual BluesPAC meeting.



Key Legislative Accomplishments



- ✓ Spearheaded changes to state law that allowed BCBSM to transition to a nonprofit mutual organization, subsequently enabling AF Group to engage in multiple lines of business
- ✓ Helped the enterprise successfully transition under the Affordable Care Act
- ✓ Saved customers \$100M annually by replacing the Health Insurance Claims Assessment with the Insurance Provider Assessment
- ✓ Grew Blue Cross Complete membership through Healthy Michigan expansion
- ✓ Changed state law to protect members from surprise bills from hospitals, providers, and air ambulance companies





Political Partnerships – Work to establish valued partnerships with legislators and public officials to ensure strength of our Enterprise political network.

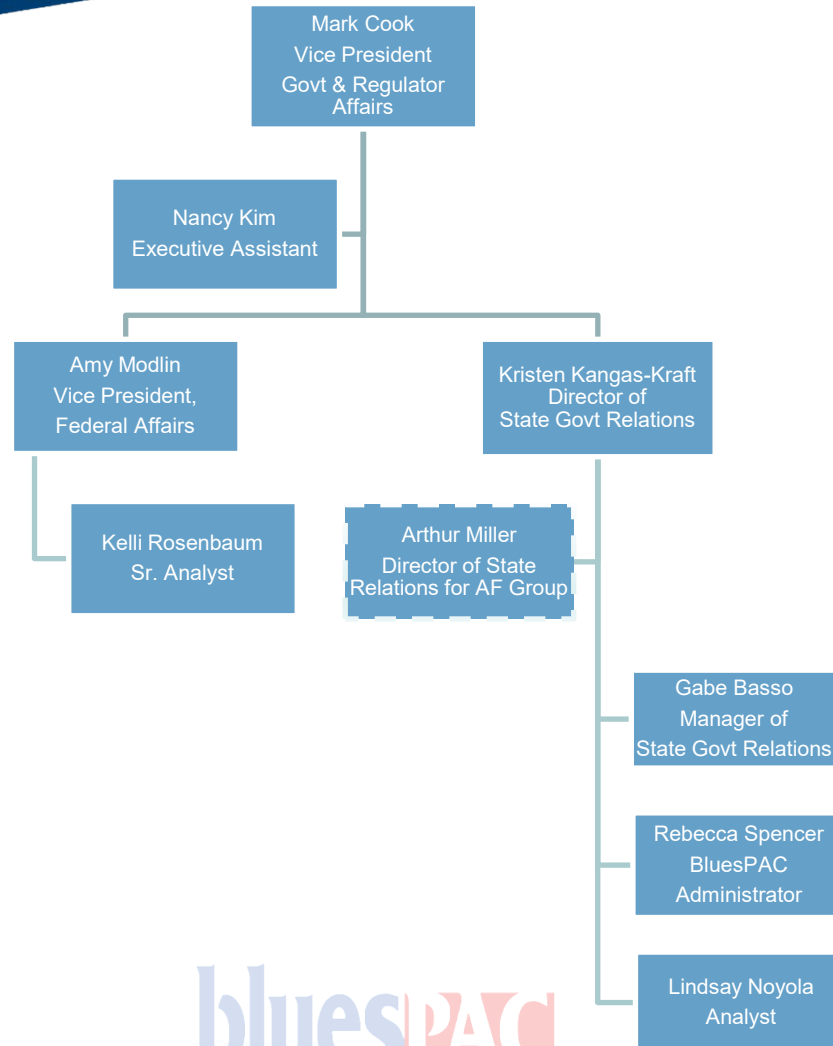
Lobbying – Our lobbying team meets with state, local and federal officials routinely to secure an appropriate level of awareness and education on issues of importance to our Enterprise.

PAC Administration – Manage a wide range of PAC activity including enrollment, state/federal compliance, financial reporting and executive awareness.

Candidate Selection – Government Affairs subject matter experts make decisions on which candidates to support utilizing techniques such as candidate questionnaires – voting records – fundraiser participation – personal engagement – legislative leadership recommendations.



Governmental Affairs Staff





January 2021 – December 2022 Term

Lynda Rossi
Chair

Laurie Parmely
Vice Chair

Tricia Keith
Secretary

Mark Cook
Treasurer

Rob Hopper
Elected Member

Robert Rizzo
Elected Member

Juanita Savage
Elected Member

**Nicole
Wotlinski**
Elected Member

- Four appointed directors chosen by President and CEO, Daniel Loepp
- Four elected directors chosen by BluesPAC members

Why join BluesPAC?



Enterprise Strength

The laws and regulations introduced annually have the ability to significantly impact not only employees based in Michigan, but the entire Enterprise

Evolving Political Environments

Michigan's most stringent term-limit laws in the country initiate continuous engagement with newly elected officials, whom require financial support

Issue Advocacy

The Health Care and property casualty industries will require increased federal and state advocacy efforts in the coming years

Awareness

Staying informed on the political issues facing the Enterprise through your personal connection to BluesPAC Administration



BluesPAC Enrollment



To Join

- Online via the BluesPAC website (<http://bcbsmichigan.aristotle.com>)
- Hardcopy by requesting an application from bluespac@bcbsm.com

Contributions

- Bi-weekly Payroll Deduction, One-Time Annual Payroll Deduction, Personal Check
- Suggested contribution amounts are only suggestions
- President's Circle is considered our top tier and was established for those employees seeking greater involvement
- These are not charitable deductions for Federal income tax purposes

Questions

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- rspencer@bcbsm.com or bluespac@bcbsm.com