

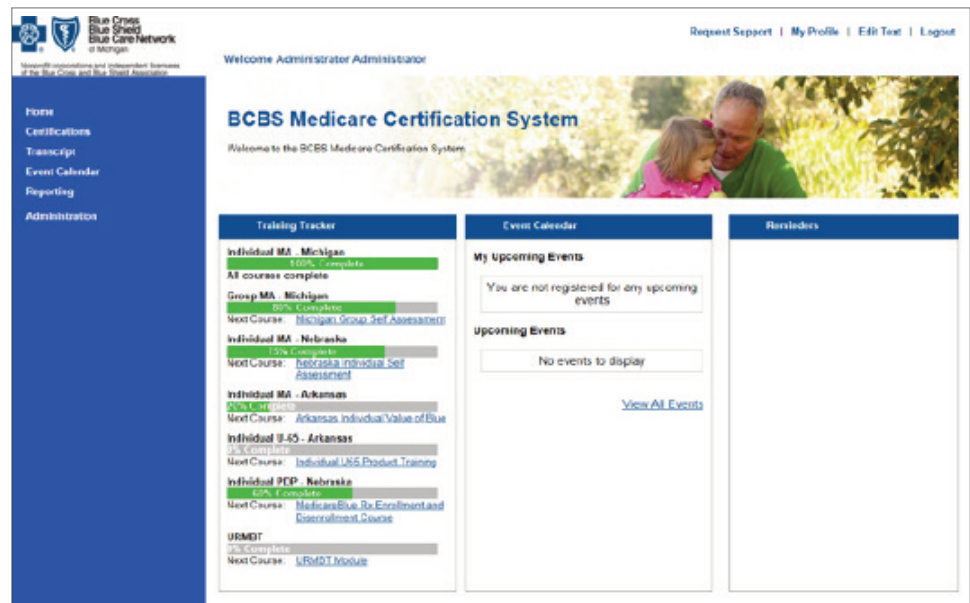
## BLUE CROSS BLUE SHIELD OF MICHIGAN COLLABORATES WITH PINPOINT GLOBAL FOR A SUCCESSFUL AEP SEASON

One of the Nation’s leading health insurance companies, Blue Cross Blue Shield of Michigan has a nearly 80-year heritage in promoting wide access to quality, affordable health care to its health insurance members. In 2016, the company made the strategic move to broaden its subsidiary portfolio launching new subsidiary brands, Visiant and Tessellate, to capture opportunities presented in the expanding Medicare-eligible market.

However, Blue Cross Blue Shield of Michigan’s ability to serve both

Michigan and new market opportunities became hindered by its existing Medicare Certification system vendor’s inability to reliably support sales agent appointment and certification. For the 2017 Annual Election Period (AEP), Blue Cross Blue Shield of Michigan decided to evaluate alternative solutions for its sales agent appointment and certification. After a thorough evaluation of vendors, the company chose Pinpoint Global Communications for the 2018 AEP season.

Working with Pinpoint, Blue Cross Blue Shield of Michigan was able to automate many processes in the AEP 2018 season, including; license and background checks, assignment of group-specific training to various user groups, daily recurring reports containing the names of agents that had completed the certification and appointments process and data feeds from Pinpoint to internal Blue Cross Blue Shield operations systems. All this streamlined client application processing. In addition, the Pinpoint system scaled to meet Blue Cross Blue Shield of Michigan’s requirements to support a large and growing user population. For the 2018 AEP season, the Pinpoint system supported more than 4,500 users completing more than 27,000 courses in three states—Michigan, Arkansas and Nebraska.



“Our experience during the 2018 AEP season was truly ‘night-and-day’ over the 2017 AEP season. Incredibly, we had no system down time and only seven (7) customer support tickets for a population of nearly 5,000 users across three (3) user populations. We’re looking forward to expanding the site’s functionality to provide agents access to sales materials, job aids and support for blended learning opportunities for the 2019 AEP Season.”

— **Justin Gavin**  
**Sales Support Manager –**  
**Senior Health Services Sales**  
**and Servicing, BCBSM**

## BlueCare Network\* AEP 2018 Metrics

	Registered Users	Certified Agents	Course Completions
Blue Cross Blue Shield Michigan	3,128	2,592	19,064
Blue Cross Blue Shield Arkansas	1,002	896	6,107
Blue Cross Blue Shield Nebraska	417	175	2,542
<b>Totals</b>	<b>4,547</b>	<b>3,663</b>	<b>27,713</b>

*\*The BlueCare Network includes Blue Cross Blue Shield Michigan, Blue Cross Blue Shield Arkansas and Blue Cross Blue Shield Nebraska*

**For more information  
call 603-880-8130  
or visit us on the web at [pinpointglobal.com](http://pinpointglobal.com)**