Blue Cross Blue Shield of Michigan
Medicare Advantage

Neetu Togani

Managing Director, Data and Analytics

Crystal Garcia

Director, Data Science

Medicare Advantage

Founded in 1939, the largest nonprofit health insurer in Michigan, with members in all 50 states.

Our National Footprint

- Existing Blue-to-Blue JV partnerships
- Blue-to-Blue partnership for 2026 market entry

Our Market Position

Michigan

796K
Members as of October 2024

#1 in Group MA members

#2 in Individual MA members

#2 in Medicare Supplement members

Emergient::

48K
Members as of October 2024

#1 in Individual MA members in North Dakota, South Dakota and Vermont

#2 in Individual MA members in Iowa

#1 in Group MA in Vermont