

# blueprint®

October 2020



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Fall represents change. Try new and creative ways to stay positive, connected and healthy.

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# From the Desk of Our President



**Sharese Hogan**  
BCBSM LDA President, 2020-2021

Gipson, VP of Corporate Audit, tuned in to hear Tony Michaels, CEO of the Parade Company share how he executed the first ever virtual fireworks and the upcoming Thanksgiving Day Parade, donated to Big Brother Big Sister's first virtual Bowls for Kids' Sake event (thanks for helping us exceed our goal) or logged in to our first LDA Book Club Meeting (Book: 7 Habits of Highly Effective People).



Greetings BCBSM LDA Members,

## HOW ARE YOU?

I ask that as one of the most important questions we can pose to a person while in our virtual world. Just remember, when the person responds, listen effectively and intently because you may be able to support an important goal, be there if they need a good chat or provide knowledge about a topic.

## WHAT ARE YOUR PLANS FOR THE MONTH OF NOVEMBER?

There's so much we can do! Attend leadership development events planned by the BCBSM LDA executive team, prepare your harvest plans with family and friends, begin 2021 goal setting and most importantly, *vote on Tuesday November 3rd*.

## ARE YOU LEADING OUTSIDE THE BOX?

Doing things outside the box is key to leadership development. So, it's my hope that you attended last week's Virtual Mixer with Musical Bingo with Guest Host Sharon



## WHERE CAN YOU FIND BCBSM LDA EVENTS AND PROGRAMS?

- Check out the **events** tab on the [BCBSM LDA website](#)
- Look for registration emails from the NMA Chapter 141 mailbox [NMAChapter141@bcbsm.com](mailto:NMAChapter141@bcbsm.com)
- Ask one of the following VPs:
  - Charles Schultz about joining the first LDA Book Club or a Professional Development Lunch & Learn
  - Heidi Saucier about registering for a Monthly Meeting
  - Erica Addison about signing up to volunteer or attend a BlueNights<sup>sm</sup> Mixer

We want you to know that you're appreciated and to show you our gratitude, go to [page 11](#) for a special gift opportunity.

Happy Fall and Stay Safe!

In Service,

Sharese Hogan, 2020-2021 President ▪ BCBSM Leadership Development Association ▪ Chapter #141



## New Member Corner

Welcome OUR NEW TEAM MEMBERS

Invite your friends and coworkers to join BCBSM LDA. It's a great way to network, make friends and learn about leadership!

*As a member of BCBSM LDA you are now a part of a great group of leaders, striving to live out our theme, "Leading Outside the Box." We encourage you to connect with our members and learn something new about the organization.*



### Member Benefits

- Networking through monthly meetings and mixers
- Professional development through workshops and "lunch and learn" sessions
- Community involvement through events like Bowl for Kids' Sake, walks for cures and causes, Adopt-a-Highway and more!

We have many upcoming events to begin networking and meeting other BCBSM LDA members. Check them out on the *Calendar of Events* page.

We also perform various community involvement services throughout the year. We'd love for you to take part.

For more information about all other upcoming events, please visit BCBSM [LDA's site.](#)

We look forward to seeing you at the next event!

Get Acquainted

# New Member Spotlight

By Michelle Banaszak, communications specialist

William Sims IV, an analyst in Medicare Advantage Servicing Partnerships, loves to learn and grow through everything he does. William has been working at Blue Cross Blue Shield of Michigan for 12 years, starting as a customer service representative.

While William enjoyed customer service, he's always wanted to use his personality and experiences to do something different. He focused on learning all he could about his role and the company, and took all opportunities head on. He's welcomed title changes, team reassignment and chances to soak up as much information as he could.

As an analyst, William can get more of an insight about what it takes to run the business by taking a deeper dive into why certain calls and inquiries come in. Being on this side of customer service puts everything in a whole new light for him.

William's favorite part about working for Blue Cross is the ability to make connections across the company. He enjoys coming into the office and offering smiles, head nods and good mornings as he walks past colleagues. "You never know who you're talking to or what connection you might be building, and just doing that has gotten me into quite a few places while I've been at Blue Cross."

William admires leaders who have the ability to draw out the best from their employees and followers.

## William Sims IV



*"Not everyone is Michael Jordan or Kobe Bryant. The key to success is understanding that while you may have a specific talent on your team, you have to bring up the others on the team so they know they're just as important as the 'star player'. Everyone shines in their own way, whether it's being in the spotlight, making sure the spotlight is working or making sure it's aimed in the right direction."*

### William's Favorite Things

Favorite restaurant: Benihana or Maggiano's. But he prefers his own cooking. In fact, he's been a chef and caterer for over 20 years. He especially loves smoking foods; lamb chops and macaroni and cheese are some of his favorite items to smoke!

Favorite things to do outside of work: Cooking and volunteering with [Arise Detroit](#) and [Detroit PAL](#), and motivational speaking.

Some places William would like to travel: Mexico, Japan and Thailand, mostly to study different (you guessed it!) cooking traditions.



# October Monthly Member Meeting – Problem Solving in the New Normal

By David Shelby Jr., coordinator

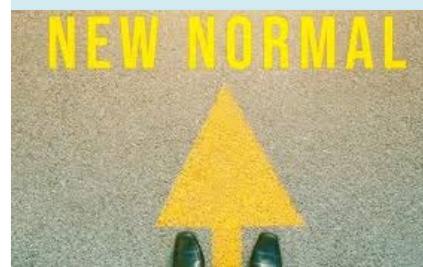
It's a cold and bland day here in Michigan. The sunshine is minimal, and fall is in full swing. Normally during this time of the year there's a festive feeling, employees gorging on candy and other sweets at each other's desk. Recaps in the break room about their family's trip to the cider mill and the constant reminder as Blue Cross Employees to get your flu shot. Including in that conversation is the talk about the CMS stars. That's the normal process. As employees who are members in BCSBM LDA we arrived at this month's membership meeting with our current reality all the more present. We're in a pandemic and the tone of the pandemic certainly affects everything we do.

Our speaker bright and ready to engage with the membership is viewed on WebEx. The ever-present reality of the workforce today. We've lost the physical touch but increased our virtual presence. Included all the challenges of technology. The irony of the reality is the subject matter in which speaker Olga Stella discusses. The topic is based on the challenges of dealing with really hard work. I cannot speak for every employee, but I certainly can understand why that statement may have made one sit up in their chair and make personal notes and suggestions based on her four strategies.

The first strategy is a bit of monster, yes, a monster. She suggests that you Plan! Shocker there but before you assume you know she provides a great suggestive tip. "A little planning goes a long way." If one sees that statement to fast with digesting the meat of the statement it may go over their head. What was not said in that statement came later. Too much planning will cause challenges. Find a balance by defining the problem you're trying to solve. If you don't define the problem your solutions will not allow for you to get to your goal. That is the gist of our world now. There are more challenges employees face working from home due to the pandemic. It's ever more evident that is quite difficult to plan anything massive when you are during a pandemic. "People freak out" Stella said when questioned on her difficulty of planning currently. Think small and be direct.



**Guest Speaker**  
**Olga Stella**  
*Executive Director*  
*Design Core Detroit*



# October Monthly Member Meeting

Continued

**The second strategy was to focus on Building Relationships.**

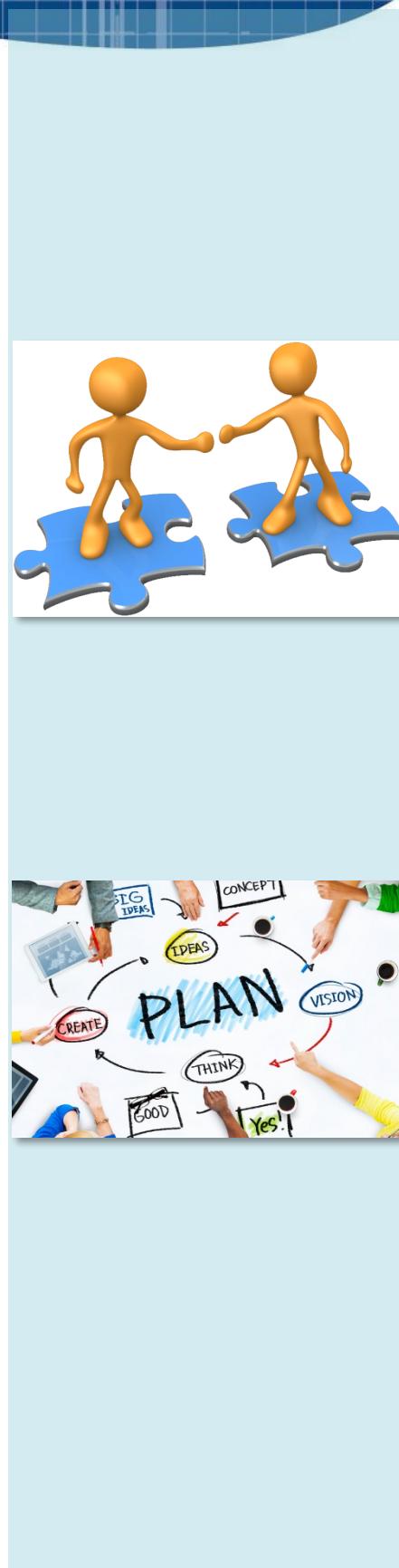
"Relationships are everything. Relationships will help find a way to common ground in problem solving" she said. This is vital at this point. What has gotten employee's and company's by is the strength of the relationships that they have built in the past. The world has learned during this pandemic that the only way forward is together. We're all a small piece of a large whole. There is real life value in problem solving with people you know. It allows for you to problem solve with understood skill set and design plan geared towards success.

**The third strategy is to Keep It Simple.** "Plans that are too complicated typically do not get done." I think that is evident with the American Government's handling of the pandemic response. Perhaps making a massive plan without considering the little important steps along the way is part of the reason the pandemic is still a challenge. Simplicity and keeping it in people's brain are a positive.

**The fourth strategy is Telling Your Story and Making it Resonate.** This is true. When you're in the midst of problem solving and getting hard work done it's vital that those you are working with understand your story or understand your why. This ties all three previous steps in, especially the key step of relationship building. You are not going to solve problems by yourself and in order for you to receive the assistance you need you are going to need to express why you need it and what you are truly trying to solve.

Olga provided another key important piece that fit nicely with today's session. "Are you learning at work or are you working at work?" she asked. That question stuck with me for the remainder of the presentation and even afterwards. As a budding professional looking for advancement in growth this statement turned the lightbulb on in my head. Are you learning at work? That is perhaps the only way one can grow and develop. Logging in everyday and simply completing your assigned task is not going to do anything to help with your advancement. It is best practice to show what you have learned and better yet that you can learn while working.

As the meeting closed the haze of great advice and conversation dissipates and here, we are working on our assigned laptops. To my left is a bottle of water and to my right is what is left of my Caesar Salad. During a busy workday during a pandemic that has altered life itself. This is the new normal, perhaps we can apply Olga's suggestions to problem solving to the normal we have now.



# October Mixer

By Fonda Overton, senior analyst



**Guest Speaker**  
**Sharon Gipson**  
VP of Corporate Audit

The BCBSM LDA Chapter 141 first ever virtual mixer was held jointly by the LDA Mixer Committee and the BCBSM Multicultural Network on October 22. The celebration, held by Zoom, was fun and an educational event featuring musical bingo, spun by DJ Base and hosted by guest speaker Sharon Gipson, VP of Corporate Audit. Before the bingo and music, Sharon spoke about her meaning of this year's theme, Lead Outside the Box, and shared tips how applying the theme can lead us to be more intentionally inclusive.

Sharon said one way to drive innovation across the workforce is to not only work **within** our personal teams, but also **between** other teams to become more inclusive.

The remote workspace has put us in a new environment. The days of meeting up at the water cooler to say hi to a friend and walking down the hallway seeing people from other departments are in the past. However, that means we now must put more effort into reaching out to each other. We must find ways to create "intentional collisions" with each other, such as phone calls and lunch dates.

Sharon used an example from an article she read about echo chambers and silos, "[Echo-chambers and silos: Why they're dangerous and a constant impediment to progress](#)" that explains how we work in closed networks, not purposefully venturing into unfamiliar territories. To change this, we must not exclude ourselves and instead we must be intentional to reach out to others. We usually leave our home life at home, and once we come to work, we only focus on work. Nowadays, we could be working every day from home, and some of us are with our families. We're learning how to balance the work and home lives together.

After Sharon spoke, we had a blast and danced in our seats while we played music-based bingo to see who could remember the names of some of our old favorite songs. Congratulations to our bingo winners: **Tiffany Albert, Kelly Brittain, Barb Stockman!** Thanks DJ Base for the fun tunes and a dance down memory lane. What a great way to end 2020!



## What does Echo Chamber mean?

"Echo chamber" is a term widely used in today's lexicon, that describes a situation where certain ideas, beliefs or data points are reinforced through repetition of a closed system that does not allow for the free movement of alternative or competing ideas or concepts. In an echo chamber, there is the implication that certain ideas or outcomes win out because of an inherent unfairness in how input is gathered.

*Techopedia "Echo Chamber" May 17, 2018*



## What is Silo culture?

A silo mentality can occur when a team or department shares common tasks but derives their power and status from their group. They are less likely to share resources or ideas with other groups or welcome suggestions as to how they might improve. Collaboration in a business culture with silos among teams or departments will be limited, unless collaboration benefits the members of the department. In addition, the members of a silo tend to think alike. They get their power from association with their function and their shared technical knowledge.

*azcentral. "What Do Silos Mean in Business Culture?" n/a*

# CALENDAR of EVENTS

November  
4

**Professional Development Lunch & Learn**

Time 12:00 – 1:00 p.m.

Topic: Be the Leader You Wished You Had

Link to the virtual meeting will be sent prior to the session.

**Facilitator:**

Jon Reusch, CEO/Operating Principal, Keller Williams Lakeside

[Register](#)



November  
17

**LDA Book Club Meeting**

12:00 – 1:00 p.m.

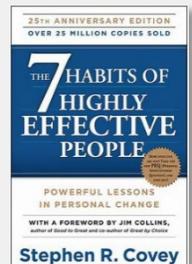
We'll be discussing Habit 2: Begin with the end in mind.

Link to the virtual meeting will be sent prior to the session.

**Facilitator:**

Charles Schultz, LDA VP of Professional Development, Blue Cross Blue Shield of Michigan

[Register](#)



November  
19

**November Monthly Member Virtual Meeting**

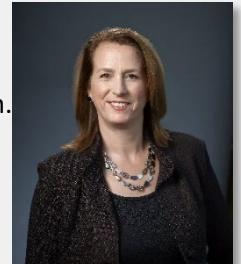
12:00 – 1:00 p.m.

Link to the virtual meeting will be sent prior to the session.

**Speaker:**

Liz Haar, Executive Vice President and President of Emerging Markets, Blue Cross Blue Shield of Michigan

[Register](#)





# Breast Cancer: Understand the disparities, risks

By Jennifer Pakkala, specialist, Human Performance Technology

October is Breast Cancer Awareness month, and it's important to know it is yet another disease where racial disparities exist and what increases your risk of developing breast cancer. We did some research on [cancer.org](https://www.cancer.org) to find the latest statistics and information provided by the American Cancer Society.

White women are diagnosed with breast cancer at a slightly greater rate than African American women; however, African American women are 40% more likely to die from the disease.

One of the reasons for the disparity is due to biological factors. African American women are about twice as likely as white women to be diagnosed with more aggressive forms of tumors, such as triple-negative breast cancer.

Studies show African American women have a higher incidence of diabetes, heart disease, and obesity, and are less likely to breastfeed after childbirth — all of which are risk factors for breast cancer.

Other reasons can be attributed to their interactions with the health care system. Research has revealed African American women are often diagnosed at more advanced stages and tend to experience delays in treatment of two or more months after initial diagnosis. They are also more likely to be screened at lower resourced and nonaccredited facilities, go longer between mammograms, and wait longer for a follow-up exam after getting an abnormal result.

## How do we reduce the divide?

- **Increase access to** the entire delivery of health care, from testing through treatment
- **Offer patient navigation** through the health care system, especially in vulnerable individuals and populations, by eliminating barriers to accessing high-quality services across the delivery of health care for all phases of the diagnosis
- **Reduce risk factors** for breast cancer, such as reducing obesity with increased access to healthy foods and physical activity

In addition to moving more and attaining a healthy weight, there are other ways to reduce one's risk of getting breast cancer. The American Cancer Society estimates that [nearly 280,000 Americans will be diagnosed with breast cancer this year](#), with an estimated 8,800 coming from Michigan. Could you or someone you know be one of them?

*A look at the latest statistics from the American Cancer Society.*

### Incidence rates, 2012-2016

by race and ethnicity, for breast (female)

Average annual rate per 100,000, age adjusted to the 2000 US standard population.

#### Non-Hispanic white

130.8

#### Non-Hispanic black

126.7

#### American Indian and Alaska Native

94.7

#### Hispanic

93.8

#### Asian and Pacific Islander

93.2

Data Sources: North American Association of Central Cancer Registries (NAACCR), 2019

© 2020 American Cancer Society

CancerStatisticsCenter.cancer.org

### Death rates, 2013-2017

by race and ethnicity, for breast (female)

Average annual rate per 100,000, age adjusted to the 2000 US standard population.

Rates for PR are for 2011-2015.

#### Non-Hispanic black

28.4

#### Non-Hispanic white

20.3

#### American Indian and Alaska Native

14.6

#### Hispanic

14

#### Asian and Pacific Islander

11.4

Data Sources: National Center for Health Statistics (NCHS), Centers for Disease Control and Prevention, 2019

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CancerStatisticsCenter.cancer.org

# Breast Cancer *Continued*

Some risk factors associated with breast cancer can't be changed, such as getting older, having genetic mutations, having received radiation therapy, having dense breasts and having personal or a family history of breast and ovarian cancer.

However, some risk factors people can change:

- **Not being physically active.** Women who are not physically active have a higher risk of getting breast cancer. Postmenopausal women who walk at least seven hours a week may help lower their risk of developing breast cancer by 14%.
- **Being overweight or obese after menopause.** Older women who are overweight or obese have a higher risk of getting breast cancer than those at a normal weight. Studies suggest postmenopausal women who lose 10 or more pounds and keep it off for at least five years might reduce their risk for breast cancer.
- **Taking hormones.** Some forms of hormone replacement therapy (those that include both estrogen and progesterone) taken during menopause can raise risk for breast cancer when taken for more than five years. Certain oral contraceptives also have been found to raise breast cancer risk.
- **Reproductive history.** Having the first pregnancy after age 30, not breastfeeding, and never having a full-term pregnancy can raise breast cancer risk.
- **Drinking alcohol.** Studies show that a woman's risk for breast cancer increases with the more alcohol she drinks.
- **Smoking.** Women who smoke may be at an increased risk for developing breast cancer.



**Want to know your risk?** Head to [assessyourrisk.org](https://assessyourrisk.org) and take a quick assessment.



**Janella Herrington,  
co-chairman**

Socially distanced and  
wearing personal  
protective gear

## Adopt-A-Highway By Erica Addison, team lead

Trash didn't stand a chance against the BCBSM LDA Community Involvement team. The Adopt-A-Highway volunteer event, a 16-year partnership with MDOT, wasn't derailed despite the COVID-19 health crisis.

The volunteers met on Oct. 3, split up in two teams, led by Community Involvement Chairpersons Terrance Puryear and Janeela Herrington, and cleaned up one mile of the median on Woodward Avenue from I-696 to 12 Mile Road.

After the hard work, the volunteers dug into a delicious breakfast at I-Hop, which gave them an opportunity to safely enjoy time to network.

Adopt-A-Highway is a rewarding and fulfilling way to make a difference in beautifying our community. Volunteer with us next year and find out!



**Dana Bartell, BCBSM LDA Board  
Member & Sharese Hogan,  
BCBSM LDA President**



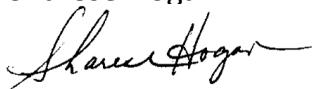
**Community  
Involvement team  
takes on trash**

# Thank You!

It has been tough being your “virtual” President and VP Executive Team, as opposed to having face time with you. However, I appreciate that you have remained engaged members. I see your names on our virtual meetings, your messages after you read the blueprint (e-newsletter), and your responses to interest surveys. Please continue to participate as we work diligently to deliver quality programming with various speakers, guests and joint collaborations with other Blue Cross organizations. We’ll continue to provide events to support your leadership and professional development.

For your commitment to Leadership Development, membership in BCBSM LDA and participation in our virtual events, please accept this Fall Gift of Gratitude.

In Service,  
Your 2020-2021 BCBSM LDA President  
Sharese Hogan



## Follow these steps to order your gift:

1. Go to the secure Drive website <https://www.drivesupplies.net/lda-blue-cross-blue-shield/>. The site will load automatically to the BCBSM LDA page. You can also select the SHOP BY COMPANY tab to find the LDA/Blue Cross Blue Shield link.
2. Click the Add to Cart button to select one of each LDA branded items to your cart. Your total cart should not exceed three items.

*Example: Select 1 Face Mask + 1 Tote Bag + 1 Microfiber Cloth = Total of 3 Items*



3. When you have selected one of each item, go to the cart icon in the top right corner of the site. It should read three items (or less). Please check your total order amount to ensure it totals three items (a maximum of one of each of the items).
4. Submit your order:
  - 1) Click Proceed to Checkout
  - 2) Enter your address
  - 3) Click Place Order

Please note: The site will close for orders on Wednesday, November 18th.

Expect delivery of your Fall Gift between November 30th –December 11th.

## **Your 2020-2021 BCBSM LDA Executive Team**

Sharese Hogan – **President**  
Joslynn Collins – **VP of Award & Recognition**  
Charles Schultz – **VP of Professional Development**  
Heidi Saucier – **VP of Program Administration**  
Erica Addison – **VP of Public Relations**  
Ann Charlick – **VP of Finance**  
Dana Johnson - **Regional Director**

# PD Exchange

## Are you being productive?

I found myself faced with this question on a Sunday evening walk that I forced myself to take after what seemed like a rather unproductive weekend. I opened Spotify as I left my house, and instead of selecting one of my go-to playlists, I decided to search “productivity” in the podcast episodes category, thinking this might create a more meaningful experience than my typical walks. I soon found myself listening to an episode titled [Maximize Productivity with Mindfulness](#) on the *Being Well with Dr. Rick Hanson* podcast. Let me tell you, it did not disappoint.

In this episode, Chris Bailey — who delivered a TEDx Talk in 2019 titled [How to Get Your Brain to Focus](#) — describes his ideas about what it means to be productive. His main point is that productivity revolves around **accomplishing what we intend to do**. So long as we are intentional about doing the things we value most, we can be productive.



One way to do this is to start each morning, week or even month with a list of three things that you want to accomplish. These three things can be related to work, house projects, relationships, relaxing or anything else that **you** define as important.



As I reflected on these ideas during my walk, I quickly realized that what society may define as an unproductive weekend was actually perfectly productive for **me**. Although I spent most of the time relaxing, I started each morning with a short list of things I wanted to accomplish, and I was able to complete that list each day. The most important task on my list was the last one: Relax and spend time with loved ones, and that's exactly what I did.

So, now I ask you the same question: Are you being productive? This month, I challenge you to take some time to align your definition of productivity with your personal values. This will not only improve your personal wellbeing but will also allow you to create more space to improve productivity at work.



Kaitlyn Bradley  
Management Week Chairperson, PD Exchange

**BCBSM LDA Code of Ethics**

- I will recognize that all individuals inherently desire to practice their occupations to the best of their ability.
- I will assume that all individuals want to do their best.
- I will maintain a broad and balanced outlook and will recognize value in the ideas and opinions of others.
- I will be guided in all my activities by truth, accuracy, fair dealing and good taste.
- I will keep informed on the latest developments in techniques, equipment, and process. I will recommend or initiate methods to increase productivity and efficiency.
- I will support efforts to strengthen the management profession through training and education.
- I will help my associates reach personal and professional fulfillment.
- I will earn and carefully guard my reputation for good moral character and good citizenship.
- I will promote the principles of our American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.

**Statement of Principles**

BCBSM LDA is dedicated to managerial excellence, personal and professional growth, and leadership development. The following principles identify Blue Cross LDA's core beliefs and provide the basis for the Association's Mission Statement.

- We believe in the highest standards of personal and organizational integrity and respect for the individual.
- We believe in lifelong learning, continuous improvement, and the development of a workforce capable of sustaining a competitive posture in the global economy.
- We believe management is a creative, dynamic, and essential process enabling people to achieve personal and organizational objectives.
- We believe that managerial responsibility is shared among all individuals at all levels of the organization and that leadership is critical to management success.
- We believe that individuals and organizations have a community and civic responsibility.

**blueprint team**

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Dustin Freeze, Internet public domain

Website: <https://nma1.org/141/>

**BCBSM LDA Board Officers**

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VP of Program Administration: Heidi Saucier

VP of Professional Development: Charles Schultz

**NMA National Mission Statement**

NMA offers leadership development products and opportunities that maximize the potential of our members, sponsoring organizations and communities.