



January 2022



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From the desk of our President



Sharese Hogan

BCBSM LDA President, 2021-2022

Greetings BCBSM LDA members.

Welcome to 2022!

When asked the reason why I love the holiday season, I consistently respond that it's because I appreciate the ability to reset and replenish. Yes, Christmas is fun, but I like to celebrate the transition to the new year. I take time to invest in myself by creating a motto for the year. In 2021 it was *step up*, which ironically aligned with Dan Loepp's June message. This year, I've decided on the motto, *pursuit of happiness*.

After deciding my motto, I then create a vision board, develop a plan and connect with events and opportunities that are associated with the motto from a personal and professional perspective. Putting my motto into action might involve taking on

a new work challenge or deciding to lighten my load, but whatever motto I create it takes a full commitment and regular touchpoints to evaluate my progress.

I shared this with you because I hope you take this year to connect with what makes you feel complete and gives you a sense of contentment. From the professional and leadership development perspective, we have your back. The BCBSM LDA leadership team plans to continue offering events from all committees of the organization (including The Level Up Leadership Series and book club meetings with Professional Development, BlueNights MixersSM for networking, insightful speakers at the monthly meetings, updates from the *blueprint* newsletter, and eventually community services opportunities).

Thank you for making the first half of the BCBSM LDA term year successful and we look forward to the next six months with all of you. Please remember to register for upcoming events, reach out if you want to be part of our team, and invite colleagues to [join](#).

Best wishes in 2022!

A handwritten signature in black ink that reads 'Sharese Hogan'.

Sharese Hogan, 2021-2022 President ▪ BCBSM Leadership Development Association ▪ Chapter #141





When you say 2022, it almost seems as if you are saying 2020 part 2 (2020-2). With the rise of variants of the Covid-19 virus it seems we are back at square one and the same hopeless feeling fights its way into our psyche. Don't let it in. Keep the same hope you had when 2021 started. Simply remember it's not the year that's the problem, it's the pandemic and together we can get through this. The human experience is really the main target.

Our moral values and belief systems have been challenged. But I encourage you to recognize the truth, it's a new year—2022—and we have been given a new day and time to continue to strive to better ourselves. Keep that same optimism as we head into a new year with new opportunities. May 2022 be the best year of your life so far. May you accomplish goals, start dreams and live authentically. That same hopeful spirit cannot die now, let it learn and grow.

Be kind to yourself, be kind to others and have a blessed 2022.

New Member Corner

OUR NEW TEAM MEMBERS
Welcome



*Lequishia Alexander
Ahmed Aly
Chris Derrig
Tracy Glass
Jacquolyn Harding
Al LaBarrie
Lindsey Malzahn
Rachael McCabe
Rory Powell
Katie Sweeney
Jamarra Way*

As a member of BCBSM LDA you are now a part of a great group of leaders, striving to live out our theme, "Step Up." 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, communication specialist

One of our newest members may be fairly new to Blue Cross Blue Shield of Michigan, but she's no stranger to management. Justine Judson started with Blue Cross in April this year as an analyst on the sales support team in the Retail Sales and Marketing Unit, or RSMU. But, before starting here, she was in operations management at a local security company.

While working in the security industry, Justine learned how to succeed in a heavily regulated field that required a lot of compliance and analytics. This experience set her up for her current role as an analyst for sales compliance and project management.

Justine has learned a lot in her short time at Blue Cross. Never having worked in the health insurance industry, she's had an eye-opening experience seeing all the different pieces of the company and how they work together. "I've learned a ton – health insurance 101, the pillars of Blue Cross, Inclusion & Diversity – all these have given me clarity about our mission and what's expected of me."

Aside from learning about the health insurance industry, the pillars have helped Justine learn how to be more of an independent worker. Her leadership has led her to learn new things and try new skills. She's enjoyed getting to use different types of analytic software for reporting. "It's been interesting to see the information we're able to get out of the software and how that information comes together."

She's only attended one BCBSM LDA virtual meeting so far, but it was the perfect subject matter to get her started. The meeting was about emotional intelligence, and why it's so important for leadership. Justine graduated from Wayne State with a bachelor's in psychology and a master's in industrial and organizational psychology, focusing on psychology in the workplace.

Justine Judson



A few more things about Justine

- Her favorite restaurant is Supino's Pizzeria in Detroit.
- She likes to spend time with family, friends and her rescue dog, Lucy.
- She enjoys doing things outdoors like hiking and biking and loves to travel. Her next travel dream destination is Italy for the food, art and architecture.



Visiting the Biltmore in Asheville, NC with her mom Johanna Judson, who also works for Blue Cross



Best pizza?
Supino's Pizzeria in Detroit



Dream vacation,
Italy

CALENDAR of EVENTS

January
13

Level Up Leadership Series, Part 3

12:00 – 1:00 p.m.

We'll be starting our discussion of Level 3: Realize Your Leadership Potential.

Speaker:

Kristie Stocker, CEO of Kinetik Edge LLC

[Link to register](#)



January
18

BCBSM LDA Book Club Meeting

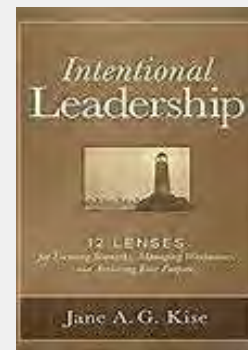
12:00 – 1:00 p.m.

We'll be starting our discussion of Chapters 9 and 10.

Facilitator:

Veronica Beasley-Robinson, BCBSM LDA Chair of Professional Development

[Link to register](#)



January
19

Leading Through a Crisis

12:00 – 1:00 p.m.

Join us as two trailblazing leaders discuss their perspectives and experience on how they managed to lead through the COVID-19 pandemic.

Speakers:

Denise Fair-Razo, Chief Public Health Officer, City of Detroit

Bridget Hurd, SVP Inclusion and Diversity, BCBSM

[Link to register](#)



December monthly member meeting

Leading innovation in health systems: step up by stepping down

By Erica Addison, team leader I



Zain Ismail

On December 2, BCBSM LDA held our monthly member meeting with special guest [Zain Ismail](#), Strategic Support Services at Henry Ford Health Systems and health care podcaster.

The focus of Zain's presentation centered around stepping up by stepping down through servant leadership.

He spoke to innovation opportunities and models in health systems, shared tools and methods and examples of where they have been applied. Due to rising health care costs and low life expectancy, Zain states that there's a definite need to innovate. As a result, his primary goal is to achieve humanization of health systems.

Zain contends that if the organization gets the culture right, then innovation will follow. Innovation results when leaders help people develop and perform as highly as possible.

Zain discussed middle ground leaders who act as a liaison between upper ground and underground leaders. Middle ground leaders are adept with building cultures, creating processes and designing programs.

For more information about this topic, Zain suggests reading "[The Ten Faces of Innovation](#)" by author Tom Kelley.



[Link to full presentation](#)

2022 BCBSM LDA Youth Leadership Speech Contest in March

The 2022 BCBSM LDA Youth Leadership Speech Contest will be held as a virtual event on Wednesday, March 30. The Youth Leadership Speech Contest is a major highlight on our BCBSM LDA calendar with more than two decades of continuous competition.

High school contestants qualify from a pool of Michigan submissions, will compete for both a chapter scholarship and the chance to advance to the 2022 National Management Association National Convention for a \$4,000 grand prize college scholarship.

Any Michigan high school or home-schooled student, grades 9-12, is eligible to enter.

**Submission and application information at
<https://nma1.org/141/speech-contest/>
Parent or guardian signature is required for submission
Filing deadline is Friday February 4, 2022**

BCBSM LDA partners with local Toastmasters International chapters to bring you this event. Each contestant benefits from an individual hour-long Toastmasters mentoring session in preparation for their speeches.

Completed applications with speech drafts are submitted to NMASpeechContest@bcbsm.com.

If you're interested in volunteering to work with an exceptional group of up-and-coming young leaders, contact contest chair Lydia Officer at lofficer@bcbsm.com or Toastmasters Karen Baird at kbaird@bcbsm.com or Sheryl Johnson-Fambro at sjohnson-fambro@bcbsm.com.

Encourage any eligible students to apply soon. It's an experience you won't forget!





December BlueNights MixerSM

BCBSM and the strategy for our future

By Fonda Overton, senior analyst

Jeff Connolly, Senior Vice President and President of West Michigan & Upper Peninsula hosted our December BlueNights Mixer. He discussed strategies on how to stay successful in the changing market of health care. Jeff gave a few examples of how some businesses, like Amazon, are becoming true competitors in the health insurance market.



Jeff Connolly

This was an invigorating presentation about the future of health care and how to stay relevant in the market and to our members. Jeff's insight gave good examples of what's going on in the industry and how to prepare the business for the future.

Key market dynamics affect competitive positioning and inform Health Plan Business's strategies



Blue Cross
Blue Shield
Blue Care Network
of Michigan

Competitive Pressure from Traditional Competitors

Traditional competitors continue to pursue **vertical integration and expansion** (e.g., mergers of payers and Pharmacy Benefits Managers, acquisition of provider assets, retail clinics, etc.). **Aggressive pricing and unique product offerings** present challenges.

Evolving Customer Needs

Employer focus areas shifting to address cost / affordability concerns and changing member preferences.

Key Dependencies and Stakeholders

Changing dynamics across Blue plans
Provider consolidation and expansion into virtual care.



Intensifying Competition from Point Solutions & Big Tech

Point solutions gaining traction with an expanding range of clinical and technical capabilities. **Big tech** continuing to make inroads into health care

Regulatory Uncertainty

Impact of COVID-19 on regulations and uncertainty around policy deployment by the new administration.

Shifting Economic Conditions

Economic uncertainty, despite projected employment improvements, spurring disruptive employer benefit strategies

VP team New Year's goals

By Jennifer Pakkala, health care communications analyst

Happy New Year to all our BCBSM LDA members! As we embark on 2022 and set our personal and professional goals, we wanted to know what is inspiring and motivating for our BCBSM LDA executive team.



Kaitlyn Sibai

Kaitlyn Sibai, VP Professional Development

My New Year's resolution is to dedicate more of my time to things that are meaningful and make me happy. If I've learned anything in 2020 and 2021, it's that everything can change in the blink of an eye and that we only have so much time on this earth.

My 2022 will be filled with spending quality time with family and friends, enjoying the outdoors and relaxing hobbies, strengthening my physical and mental health and partaking in professional development activities and relationship building. I hope to see you all on my journey in 2022!

Sarah Cheaito, VP Program Administration

Here are my New Year's goals:

1. Incorporate more healthy foods and exercise on a consistent basis
2. Obtain a certification
3. Travel to Italy
4. Contribute more to charities
5. Help our members with their professional goals via the BCBSM LDA



Sarah Cheaito



Terrance Puryear

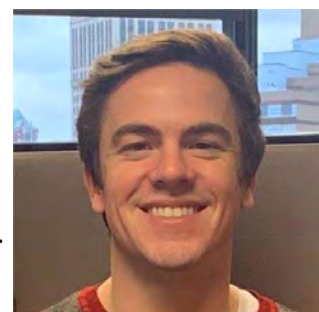
Terrance Puryear, VP Public Relations

My New Year's resolution is to contribute to the development and growth of others so that the people who I mentor and support meet personal or professional milestones. I want my leadership effectiveness to be evident in the lives of others.

Charlie Schultz, VP Finance

This year, I'm making my resolution to be more active. In the new normal, we often find ourselves working more than before. I know I have been one of those people who has fallen into a rut where I'm working long hours and forgetting to take care of myself.

In order to be a successful and productive employee, leader, brother and boyfriend, it's imperative that I take care of my physical and mental health. Being more active will allow me to be at my peak performance in all roles in both my personal and professional life. I'm looking forward to challenging myself and making 2022 my best year yet!



Charlie Schultz

PD Exchange

Level Up Leadership Series – *Level 2: Release Your Limitations*

By Tandra Hinton, MA/BCNA team lead II

Level 2 of the Level Up Leadership series, *Release Your Limitations* by Kristie Stocker of Kinetik Edge, held December 1, discussed how to identify your own fears and communication roadblocks. This session gave examples on ways to improve communication skills, how to build strong relationships and improve self-confidence to become a rock-star leader. One good take-away was how to be aware of others' limitations and how to work together to overcome obstacles.



The Level Up Leadership series is a four-part series. Parts 3 and 4 of the series are scheduled in January and February. If you missed the first two parts of the series, you still have opportunity to join us for future sessions. I highly encourage everyone to join, it's a terrific way to learn more about yourself as a leader and help you become the superstar that we know you are!

Check out the [calendar of events page](#) and keep an eye out for your email invite. You can watch the Level 2 session by clicking on the [link](#).

Level **UP** Leadership

Topic		Date and Time
Level 3	Realize Your Leadership Potential	Thursday, January 13, 2022 12:00 – 1:00 p.m.
Level 4	Realign Your Expectations	Wednesday, February 9, 2022 12:00 – 1:00 p.m.

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 BCBSM 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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BCBSM LDA Board Officers

Board Chair: Heidi Saucier
 President: Sharese Hogan
 President-Elect: DeAndre Elliott

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 Dana Bell
 DeAndre Elliott
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Christina Frison

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 Lifetime National Director: Nancy Bennett
 Lifetime National Director: Cathy Longo

Executive Advisors

Sharon Gipson
 Darrell E. Middleton

BCBSM LDA Officers

VP of Public Relations: Terrance Puryear
 VP of Finance: Charles Schultz
 VP of Awards and Recognition: Carla Harris
 VP of Program Administration: Sarah Cheaito
 VP of Professional Development: Kaitlyn Sibai

NMA National Mission Statement

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