**Recommendation for Business Project teams**

BCBSM empowers its employees by nurturing a workforce that is capable of taking the success of the company as their own and this was a priority well placed at number one among the objectives of the company’s strategy to train top 125er BCBSM of 2014 (Weinstein, 2018). To make this a reality, the company is determined to train employees that are self-leaders and entrepreneurial, taking the company and clients as their own, by impacting them with the right kind of knowledge, capability on the job and confidence in interacting with clients, especially through the recent Customer Relationship Management (CRM) system the company adopted.

1 day ago

**for Communication**

BCBSA along with subsidiaries was always able to maintain a very positive public image, probably due to open communication with its stakeholders such as members, providers, etc. Part of the BCBSM communication strategies involves the periodic meetings with physicians and nurses whereby they are introduced to the new objectives of the wellness and care management program. The primary objective is to raise awareness of the cost of chronic illnesses and educating the members about the same through the nurses and physicians in their different medical centers. Essentially, BCBSM keeps open communication in order to improve community health, lower the healthcare cost and be there for its members in need.

**for Solution**

Possible government policy changes that can affect BCBSM are an increase in insurance premium rates and the overall cost of BCBSM products and disruption of medical providers’ networks including perpetual negative effects of increasing insurance premium rates. To counter the negative effects, the BCBSM team has developed four strategies to ensure that costs of medical care are sustainable in the foreseeable future. The rapid change in the US Healthcare and greater efficiency does not come in handy with lower costs and improved care.

**on Political Influence**

The federal government’s policies have by a great margin accounted for the positive growth of the company, especially the ease of approval of products at state, local and international levels. The healthcare industry has a total of 16 competitors all of whom offer differentiated healthcare insurance products at a very competitive market price. Based on the HIM policy by the federal government, the insurance industry players ought to innovate and develop new, differentiated products annually; usually, the deadline is on the 1st of November. So far, BCBSA and BCBSM had a very good relationship with the federal government and were able to won government contracts. As matter of fact, BCBSA is the only healthcare insurance in the US that won the bid for Federal Employee Program (FEP) back in 1950s. Currently, BCBSA under the FEP offers healthcare coverage to 5.3 million federal government employees, dependents, and retirees. Therefore, BCBSA does not need to utilize outside resources and approaches to advocate for the business and influence the political process.