

Blue Cross Blue Shield of Michigan: Company Profile and SWOT Analysis

<https://marketpublishers.com/r/B6DD614E97BEN.html>

Date: November 2017

Pages: 26

Price: US\$ 125.00 (Single User License)

ID: B6DD614E97BEN

Abstracts

SYNOPSIS

Timetric's 'Blue Cross Blue Shield of Michigan: Company Profile and SWOT Analysis' contains in depth information and data about the company and its operations. The profile contains a company overview, key facts, major products and services, SWOT analysis, business description, company history, financial analysis, mergers & acquisitions, recent developments, key employees, company locations and subsidiaries as well as employee biographies.

SUMMARY

This report is a crucial resource for industry executives and anyone looking to access key information about 'Blue Cross Blue Shield of Michigan'

The report utilizes a wide range of primary and secondary sources, which are analyzed and presented in a consistent and easily accessible format. Timetric strictly follows a standardized research methodology to ensure high levels of data quality and these characteristics guarantee a unique report.

SCOPE

Examines and identifies key information and issues about 'Blue Cross Blue Shield of Michigan' for business intelligence requirements.

Studies and presents the company's strengths, weaknesses, opportunities (growth potential) and threats (competition). Strategic and operational business

information is objectively reported.

The profile also contains information on business operations, company history, major products and services, key employees, and locations and subsidiaries.

REASONS TO BUY

Quickly enhance your understanding of 'Blue Cross Blue Shield of Michigan'

Gain insight into the marketplace and a better understanding of internal and external factors which could impact the industry.

Increase business/sales activities by understanding your competitors' businesses better.

Recognize potential partnerships and suppliers.

KEY HIGHLIGHTS

Blue Cross Blue Shield of Michigan (BCBSM) is an independent non-profit organization providing and administering health benefits to the residents of Michigan, and the members of Michigan-headquartered groups residing outside the state. The company offers health insurance services under license from the Blue Cross Blue Shield association. BCBSM offers health care coverage including individual coverage, group coverage, Medicare plans, managed plans, health management plans, vision plan, and medical and dental care programs. The company also offers prescription drug coverage, preventive care and office visits plans, medical plan with a health savings account and healthy communities grant programs. BCBSM is headquartered in Detroit, Michigan, the US.

The company reported direct premium written of US\$1,312 million during FY2016, representing an increase of 15% over FY2015. Its Net Premium written was US\$1,233 million in FY2016, representing an increase of 16.1% over previous year.

Contents

1 BLUE CROSS BLUE SHIELD OF MICHIGAN - BUSINESS ANALYSIS

- 1.1 Blue Cross Blue Shield of Michigan - Company Overview
- 1.2 Blue Cross Blue Shield of Michigan - Business Description
- 1.3 Blue Cross Blue Shield of Michigan - Major Products and Services

2 BLUE CROSS BLUE SHIELD OF MICHIGAN - MERGERS & ACQUISITIONS AND PARTNERSHIPS

- 2.1 Blue Cross Blue Shield of Michigan - M&A and Partnerships Strategy

3 BLUE CROSS BLUE SHIELD OF MICHIGAN - RECENT DEVELOPMENTS

4 BLUE CROSS BLUE SHIELD OF MICHIGAN - SWOT ANALYSIS

- 4.1 Blue Cross Blue Shield of Michigan - SWOT Analysis - Overview
- 4.2 Blue Cross Blue Shield of Michigan - Strengths
- 4.3 Blue Cross Blue Shield of Michigan - Weaknesses
- 4.4 Blue Cross Blue Shield of Michigan - Opportunities
- 4.5 Blue Cross Blue Shield of Michigan - Threats

5 BLUE CROSS BLUE SHIELD OF MICHIGAN - COMPANY STATEMENT

6 BLUE CROSS BLUE SHIELD OF MICHIGAN - HISTORY

7 BLUE CROSS BLUE SHIELD OF MICHIGAN - KEY EMPLOYEES

8 BLUE CROSS BLUE SHIELD OF MICHIGAN - KEY EMPLOYEE BIOGRAPHIES

9 BLUE CROSS BLUE SHIELD OF MICHIGAN - LOCATIONS AND SUBSIDIARIES

- 9.1 Blue Cross Blue Shield of Michigan - Head Office
- 9.2 Blue Cross Blue Shield of Michigan - Other Locations and Subsidiaries

10 APPENDIX

10.1 Methodology

10.2 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Blue Cross Blue Shield of Michigan - Major Products and Services

Table 2: Blue Cross Blue Shield of Michigan - History

Table 3: Blue Cross Blue Shield of Michigan - Key Employees

Table 4: Blue Cross Blue Shield of Michigan - Key Employee Biographies

Table 5: Blue Cross Blue Shield of Michigan - Subsidiaries

COMPANIES MENTIONED

Blue Cross Blue Shield of Michigan

I would like to order

Product name: Blue Cross Blue Shield of Michigan: Company Profile and SWOT Analysis

Product link: <https://marketpublishers.com/r/B6DD614E97BEN.html>

Price: US\$ 125.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B6DD614E97BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970