

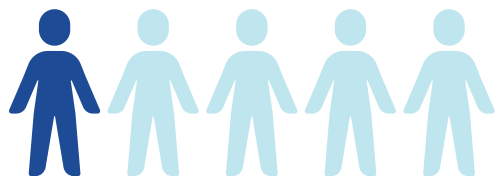
Inspiring Health Advances in Lung Care (INHALE): Information Sheet

INHALE is a collaborative quality initiative in partnership with Blue Cross Blue Shield of Michigan that aims to engage and empower Physician Organizations to improve patient outcomes, address inequities in care, and promote high-value health care for patients with asthma and chronic obstructive pulmonary disease (COPD).

Why Asthma and COPD?

- Michigan has some of the **highest prevalence rates of asthma (11.2%) and COPD (8.9%)** in the U.S. and continues to have **significant disparities** in the burden of disease.
- The economic burden of asthma in MI is estimated at approximately **\$3 billion** per year, driven by emergency department visits, hospitalizations, readmissions, and loss of productivity.


Patient Impact



Combined, asthma and COPD affect **1 in 5** Michiganders



COPD is the **3rd leading cause of death** by disease in the U.S.

"My asthma affects every part of my daily life. From where I can go...to what I can and can't do physically." 

What Will We Focus On?



Spirometry

Improving appropriate utilization of spirometry for the diagnosis & management



Medication Over Reliance

Reducing reliance on short-acting beta-agonists (SABAs) and exposure to oral corticosteroid (OCS)



Patient Education

Developing tools to improve clinician & patient understanding of disease control

Opportunities for Collaboration

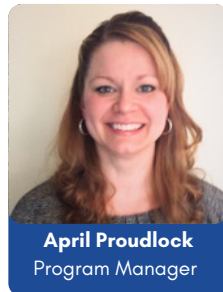
By partnering with the INHALE collaborative, you will be joining a team dedicated to advancing care for individuals with asthma and COPD. Together we will achieve:

- Increased accuracy of diagnosis in asthma and COPD
- Increased quality performance
- Decreased unnecessary healthcare utilization
- Improved patient quality of life
- Potential decreased cost of care

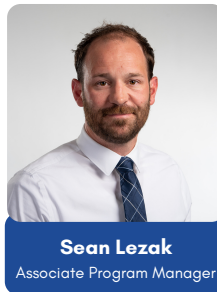


Meet the INHALE Team!

The INHALE team has rich expertise in pediatric and adult asthma, COPD, allergy, quality improvement, and data analytics.



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Program Manager



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Associate Program Manager



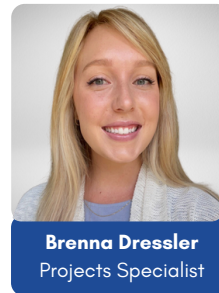
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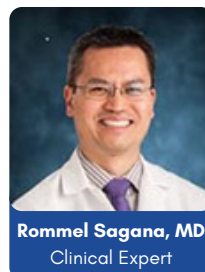
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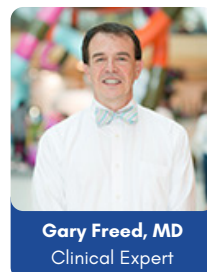
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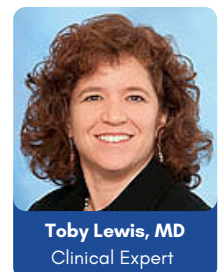
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