

**HFMA Eastern Michigan Chapter
Strategic Initiative
2018/2019 Chapter Year**

CAT – affects all areas, continued focus for 2018/2019

- Develop value proposition for the chapter constituencies – What is the value provided by HFMA membership/involvement?
 - Sponsors
 - Providers and their employees
 - Employers
 - Individual professional
 - Students/Early Careerists
- Leverage HFMA National innovation awards (\$10,000)

Education

- Regional Webinar Series – Eastern Michigan to contribute a minimum of two regional
- Hold second Women’s Leadership Conference June 26, 2018
- Structure a committee to lead planning for Healthcare Finance 1.0 course
- Expand education to appeal to Insurance Plans, Early Careerist and Physician Practices
- Explore the use of Podcasts and other social media to reach early careerist
- Improve coordination of program dates to avoid conflict of Chapter, region and other professional association events to optimize attendance (in particular MAHAP, MPAA, HIMSS, MCACHE)
- Continue efforts to develop 2 new committees: Business Intelligence, Physician Network Org (PNO)

Membership Involvement / Growth

- Expand membership to include members from Insurance Plans, Physician Practices and early careerist
- Provide social activities for early careerists
- Plan for multi-chapter booth at Annual Michigan Association of Health Insurance Plans (7/20-7/22)
- Student/University Involvement and Outreach– continue amazing progress to network with local universities and in particular students.
- Explore more community Benefit opportunities that HFMA may participate which may attract early careerist
- Explore member sponsorships by Chapter for early careerist. Consider different levels of sponsorship contingent on volunteering and experience.

Board Involvement / Succession Planning

- Expand Board composition to include Physician Practices and Health Insurance Plans
- Continue use of Committee Co-chairs with staggered 2 year terms
- Create grid of Chapter leaders and potential successors for various positions

Financial and Strategic Plan

- Target Annual Budget to be break even (approximate; not firm requirement due to cash reserves)
- Maintain or increase sponsorship. Adopt/evolve the changing marketplace and continue PY efforts to secure new sponsors.
- Explore expanding budget to provide sponsorship of early careerist members

Certification

- National rolled out new certification testing a few years ago to in part attract more non-financial and early careerist members. Continue to locally share the value of certification and explain to potential candidates the process and requirements.