

Exhibit 1

HFMA Eastern Michigan Chapter Strategic Initiatives – Mini-LTC 2016/17 Chapter Year

Education

- Regional Webinar Series – Eastern Michigan to contribute a minimum of two regional webinars (Ken Lipan May 10; June 17 – 7 things to know to improve patient pay collections)
- Deliver high quality Women’s Leadership Conference (inaugural event Sept 21, 2016)
- 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)
- Support initiative 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
- Plan for multi-chapter booth at Annual Michigan Association of Health Insurance Plans (7/20-7/22)
- Student/University Involvement and Outreach - network/collaborate with at least two local universities to show the value of HFMA to staff and students.
- Explore more opportunities that HFMA may participate/collaborate to attract early careerist the goal is to decrease the average age of 50 which is in our Chapter demographics report.
- 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
- Invite potential future HFMA leaders to attend a Board Meetings, mini-LTC
- 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
- Update long term strategic plan
- Leverage HFMA National innovation awards (\$10,000 per year up to 3 years)

Certification

- National rolled out new certification testing a year 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.

Chapter Advancement Team (CAT)

- Explore use of a CAT from national that can assist with in particular the strategic plan

HFMA Eastern Michigan

Hospital Financial Management Association

Aaron Moore, Credit Adjustments, Inc



Who is the HFMA?

- **Our Vision**
HFMA will bring value to the industry as the leading organization for healthcare finance.
- **Mission Statement**
Leading the financial management of health care.
- **Quality Statement**
Quality is the foundation of the Association and the keystone of its efforts to ensure member and customer satisfaction. HFMA's objective is to:
 - Consistently provide services and products that meet the quality expectations of its members, customers, and employees.
 - Actively pursue a program of continuous quality improvement that enables employees and volunteers to do their jobs right the first time.
 - Quality is a major, strategic association goal. It lies at the heart of everything done for members and customers. HFMA strives continually to improve the quality of services and products offered, the processes and procedures used to produce them, and the manner in which they are delivered.



What does HFMA do?

At the chapter, regional, and national level, HFMA helps healthcare finance professionals meet the challenges of the modern healthcare environment by:

- Providing education, analysis, and guidance.
- Building and supporting coalitions with other healthcare associations to ensure accurate representation of the healthcare finance profession.
- Educating a broad spectrum of key industry decision makers on the intricacies and realities of maintaining fiscally healthy healthcare organizations.
- Working with a broad cross-section of stakeholders to improve the healthcare industry by identifying and bridging gaps in knowledge, best practices, and standards.



Jobs in the Healthcare Management Field

Accounting

Finance

Information Technology

Marketing

Supply Chain

Office Management

What in the world is Revenue Cycle?

The Healthcare Financial Management Association (HFMA) defines **revenue cycle** as "All administrative and clinical functions that contribute to the *capture, management, and collection* of patient service **revenue**."



Common Job Titles

- Controller
- Financial Analyst
- Chief Executive Officer
- Director of Revenue Cycle
- Director Patient Financial Services
- Director of Billing Cycle
- Reimbursement Analyst
- Vendor Liaison
- Sales Executive
- Vice President of Accounting
- Accounting Analyst
- Vice President of Information Technology
- Financial Systems Coordinator
- Billing/Enrollment Coordinator
- Supervisor
- Director of Central Billing
- Director of Supply Chain

www.hfma.org and YOU



- Events / Registrations
- Job Postings
- Certifications
- Publications
- Member Directory

WHATS THE DIFFERENCE?



Meetings/Conferences

Networking

Groupthink

Social Interaction

ENTERTAINING

Time Efficient

Convenient/Workload

Non location specific



Webinars

Who is involved in HFMA Eastern Michigan?

- Beaumont Health System
- Henry Ford Health System
- Trinity Health
- U of M Health
- Detroit Medical Center
- McLaren
- Baker Tilly
- Help Financial
- Healthcare Payment Specialists
- Advomas
- Rybar Group
- Plante Moran
- Molina Health Care
- Credit Adjustments, Inc

February 26, 2018

Mr Aaron Moore
Membership Chair, Eastern Michigan Chapter
Healthcare Financial Management Association

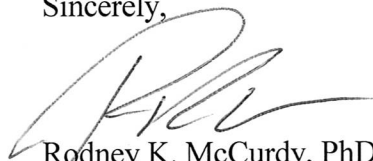
Dear Mr. Moore

Please accept this letter of appreciation for your efforts in educating and connecting with health administration students at Eastern Michigan University. To date, you have directly spoken with more than 180 undergraduates and 40 graduates in our health administration programs. In addition, students have benefitted greatly from learning about the impressive opportunities available through the HFMA and by listening to and connecting with practicing health care managers who you bring to campus.

The Department of Health Administration at Eastern Michigan University would like to sincerely thank you for the energy, passion, and time commitment you devote to helping our students get engaged with our industry. Student end-of-course comments consistently identify your visits as one of the highlights of the semester.

Thank you for all you do for our students.

Sincerely,



Rodney K. McCurdy, PhD MHA
Assistant Professor, Health Administration & Finance
College of Health and Human Services
Eastern Michigan University
313 Everett L. Marshall Building
Ypsilanti, MI 48197
(734)487-4096

Thank You Aaron

First Name	Last Name	Educational Institute
CRYSTAL	WILLIAMS	ASHFORD UNIVERSITY
Ashley	Segrest	Baker Center for Graduate Stud
Danielle	Bonner	Baker college
Lisa	Rohn	Baker College
Marcy	Borofsky	COLUMBIA UNIVERSITY
Kolsuma	Begum	Davenport University
Julietta	Black	Davenport University
Maia	Brown	Davenport university
Patricia	DeVoy	Davenport University
Amy	Frederick	Davenport University
Marie	Hojeij	Davenport University
Sherese	Holloway	Davenport University
Nicole	Little	Davenport University
Rino	Melekunnil	Davenport University
Dzenisa	Mustedanagic	Davenport University
Rita	Sanders	Davenport University
Jennifer	Sutter	DAVENPORT UNIVERSITY
Rebeka	Trimceski	Davenport University
Edward	Spivey	Eastern Michigan University
Melissa	Case	Eastern Michigan University
Alexys	Allison	Ferris State University
Andreana	Ancevski	Ferris State University
Ashley	Beaudette	Ferris State University
Emily	Borkowicz	Ferris State University
Kord	Gilbert	Ferris State University
Branden	Hill	Ferris State University
Tyrone	King	Ferris State University
Samantha	Kopson	Ferris State University
Matthew	Miller	Ferris State University
Zach	Parran	Ferris State University
Allison	Ritchie	Ferris State University
Maegan	Schuchard	Ferris State University
Kasey	Walsh	Ferris state university
Wilma	Woods	Ferris State University
Kelli	Young	Ferris State University
Adina	Eddins	Kaplan Univeristy
Gina	Davis	Kaplan University
Katrice	Garland	Kaplan University
Holly	Willis	Kaplan University
Shilpi	Shah	Michigan State University
Amanda	Charbeneau	Oakland university
Alicia	Huisman	Ohio University
Gregory	Pagano	Ohio University

First Name	Last Name	Educational Institute
William	Porter	Ohio University
Julie	Roza	Ohio University
Chelsea	Kasperski	Saginaw Valley State Universit
Dayna	Lucas	St. Josephs University
Brian	O'Connor	The University of Chicago
Tom	O'Toole	The University of Michigan- SP
Almir	Karamovic	University of Detroit Mercy
Dania	Fallahi	University of Michigan
Jeana	Houseman	University of Michigan
Jill	Jakubus	University of Michigan
Rory	Landis	University of Michigan
Ryan	Miller	University of Michigan
Elizabeth	Scarola	University of Michigan
Despina	Walsworth	University of Michigan
Melanie	Chladny	University of Michigan - Flint
Ruth	Webb	University of Michigan - Flint
Michael	Harrison	University of Michigan College
Samantha	Miller	University of Michigan Flint
Alyssa	Spinelli	University of Michigan flint
Maggie	Brandt	University of Michigan School
Bright	Raveendran	University of Michigan School
Susanna	Chan	University of Michigan, Ann Ar
Neel	Patel	University of Michigan, Ann Ar
Marcus	Owens	University of Missouri- Columb
Keilei	Adams-brown	university of phoenix
Troy	Fairley	University of Phoenix
Nicole	Starling	Walden University
Jay	Arnold	Walsh College
Lauren	Drum	Walsh College
Jeffery	Meldrum	Walsh College
Rachel	Becker	Wayne State University
Damon	Goldsmith	Wayne State University
Sarah	Goodlaxson	Wayne State University

First Name	Last Name	Educational Institution
Lauren	Homana	Baker College
Darrielle	Williams	Bowling Green State University
Adrianna	Tilton	Capella University
Dante	Bennett	Central Michigan University
Michael	Prokic	Central Michigan University
Jerrin	Valimattathi	Central Michigan University
Julie	Carveth	Davenport University
Angela	Milner	Davenport University
Havat	Roumieh	Davenport University
Amanda	Berry	Eastern Michigan University
Yilei	Cui	Eastern Michigan University
Rhianon	Hall	Eastern Michigan University
Taylor	Madison	Eastern Michigan University
DUONG	THAI-DO	EASTERN MICHIGAN UNIVERSITY
Danielle	Golla	Ferris State University
Mekayla	Herriman	Ferris State University
Shelby	Saier	Ferris State University
Kasey	Walsh	Ferris state university
Kearistin	Zuehlke	Ferris State University
Janki	Patel	Grand Valley State University
Ali	Evans	Harvard Business School
Marijana	Janceski	Madonna Univerity
Preethi	Papineni	Michigan State University
Shilpi	Shah	Michigan State University
Dylan	Stokes	Michigan State University
Maria	Thies	MSUCOM, GCH
Brian	Castle	Ohio University
Bruce	Coburn	Ohio University
Laura	Feuerbacher	Ohio University
Amy	McGonegal	Ohio University
Gianna	Reichenbach	Ohio University
Cindy	Shields	Ohio University
Brandon	Skira	Ohio University
R.	Taylor	Ohio University
Kathleen	Waun	Ohio university
Jodi	Zych	Ohio University
Rachael	Gravelle	Ohio Univrsity
Katherine	Thompson	Rasmussen College
Ankita	Dixit	Saginaw Valley State Universit
Victoria	Dooley	Saginaw Valley State University
EZEQUIEL	MARTINEZMADRIGAL	Saginaw Valley State University
Hannah	Schneider	Saginaw Valley State University
Cristy	Miles	Saint James School of Medicine
Tracy	Abbo	SJU
Karen	Calvo	South University
Allison	Reynolds	U of M- Flint
Edwina	Basho	University of Detroit Mercy
Giau	Truong	University of Detroit Mercy
Aileen	Zhao	University of Illinois at Urbana-Champaign
Dorothea	White	University of Management and Technology, Arlington, VA
Jake	Cross	University of Michigan
Margaret	Guth	University of Michigan
Courtney	Tatum	University of Michigan - Ann A
Yuanting	Lin	University of Michigan - Ann Arbor
Patrick	Kallal	University of Michigan - Ross School of Business
Leslie	Pfeiffer	University of South Carolina
Javar	Jackson	Walden University
Oscar	Flores-Esquivel	Wayne State University
Joshua	Masalko	Wayne State University
Nicholas	Mutebi	Wayne State University
Summer	Wyrabkiewicz	Wayne State University
Cynthia	Crooms	Western Governors University