

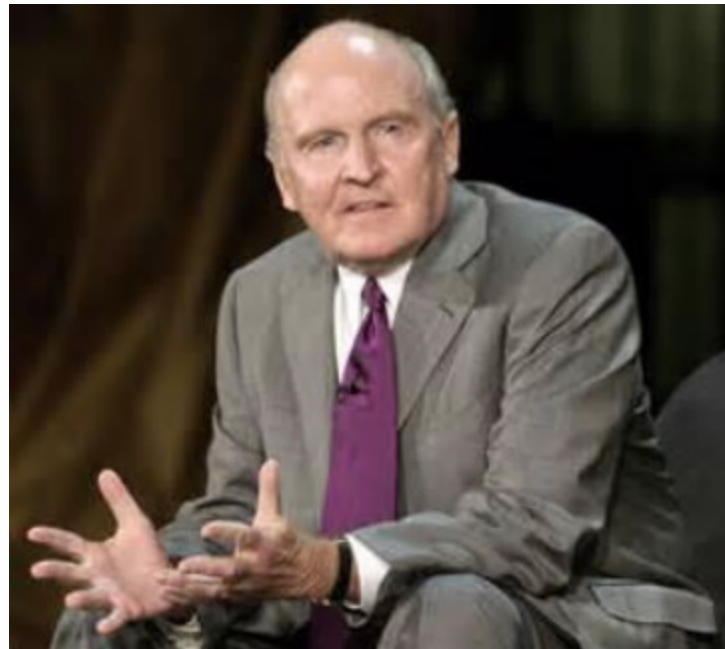
Michigan Healthcare: A Strategic Outlook
MAHA Annual Meeting
June 8, 2016



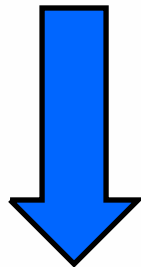
Brian Peters - Chief Executive Officer
Michigan Health & Hospital Association

“If the rate of change on the outside exceeds the rate of change on the inside, the end is near.”

□ [Jack Welch](#)



- *More integrated*
- *More at-risk*
- *More transparent*
- *More importance attached to advocacy/public policy*



“56-20-1”

- Strong member commitment (100% membership for acute care hospitals)
- “The Trusted Voice” of Michigan Healthcare – high credibility with media, lawmakers, opinion leaders
- Perennial Top 10 PAC (record fundraising in 2013)
- Leadership position on patient safety and quality
- Financial stability / diversified revenue streams (MHASC, Health Foundation, sponsorship support, etc.)
- New HQ campus; renovated/expanded CAC
- Highly educated, effective, and dedicated staff

People



- The Impact on Lives
- The Leaders We Serve and Represent
- The Staff
- “Small company – big issues”

New Mission: We advance the health of individuals and communities.

New Vision: Through our leadership and support of hospitals, health systems, and the full care continuum, we are committed to achieving better care for individuals, better health for populations, and lower per-capita costs.

- *MHA Dues and Governance structure updates*
- *MHASC strategy*
- *Focus on operating cost structure*
- *Staff Innovation Council*
- *First-ever CMO*
- *Board Task Force on BCBSM*
- *New committees on children's health and behavioral health*
- *Strategic partnerships – in Michigan and beyond*
- *Growing importance of federal engagement*
- *Expanded focus on quality: HEN 2.0 and HRO*

From
“Protect and Serve”
To
“Lead and Improve”





Questions / Discussion



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