



Michigan Society for
Healthcare Planning and Marketing

State of the Society

John Berg, President, MSHPM

9/25/2015

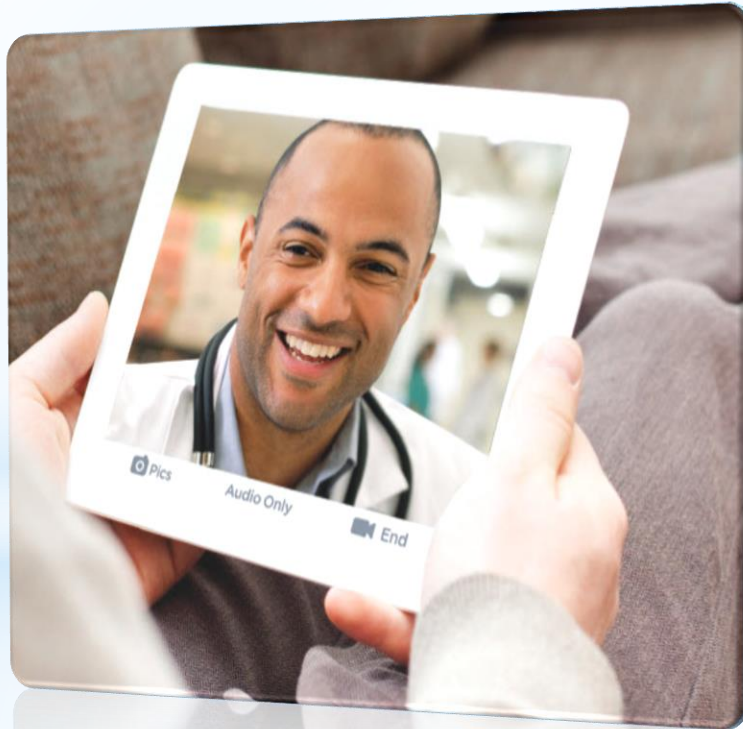
- * Accountable Care
- * Population Health
- * Public Exchanges
- * Private Exchanges
- * Value-based Care
- * Shared Savings Contracts
- * Clinically Integrated Networks



*Trend: Healthcare Reform

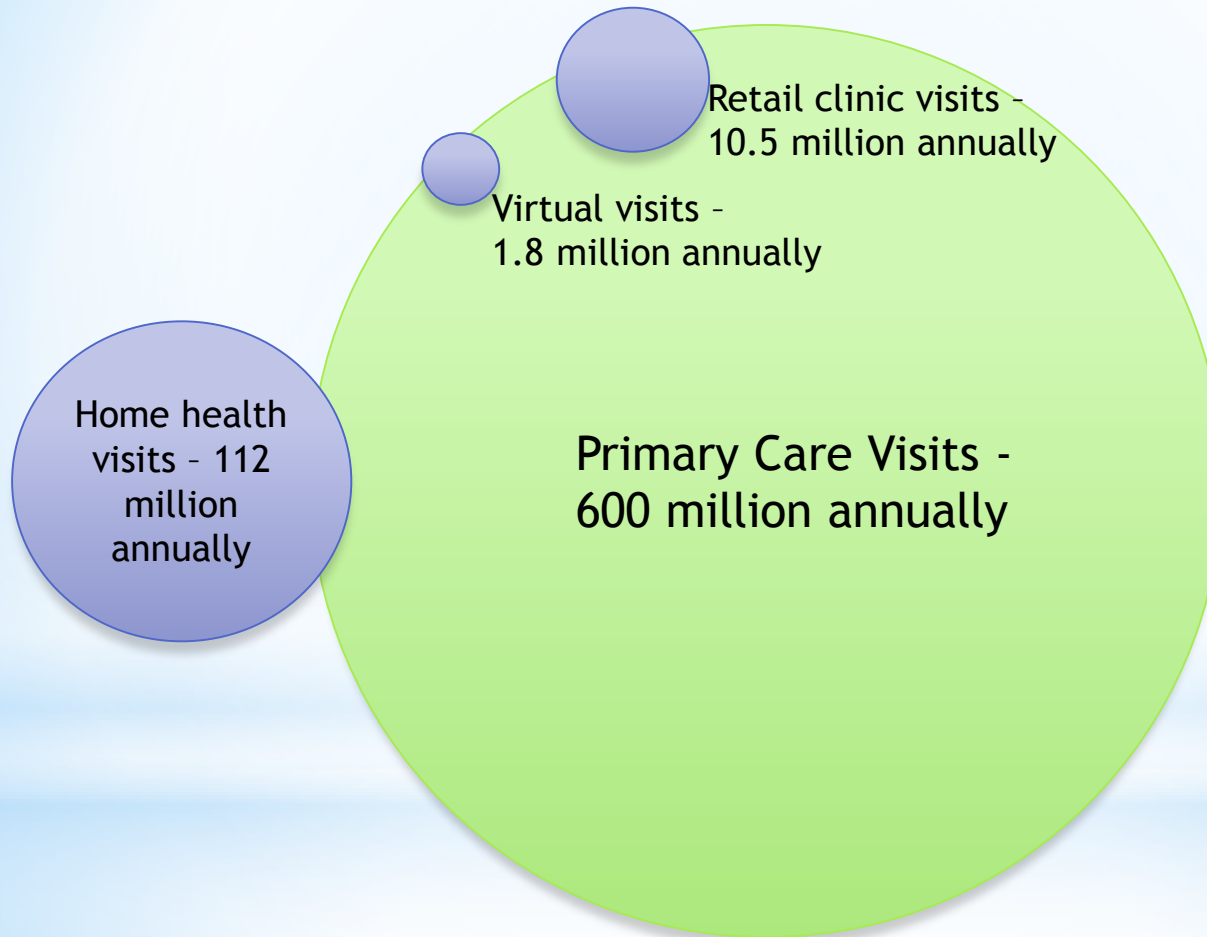


*Trend: Virtual Health

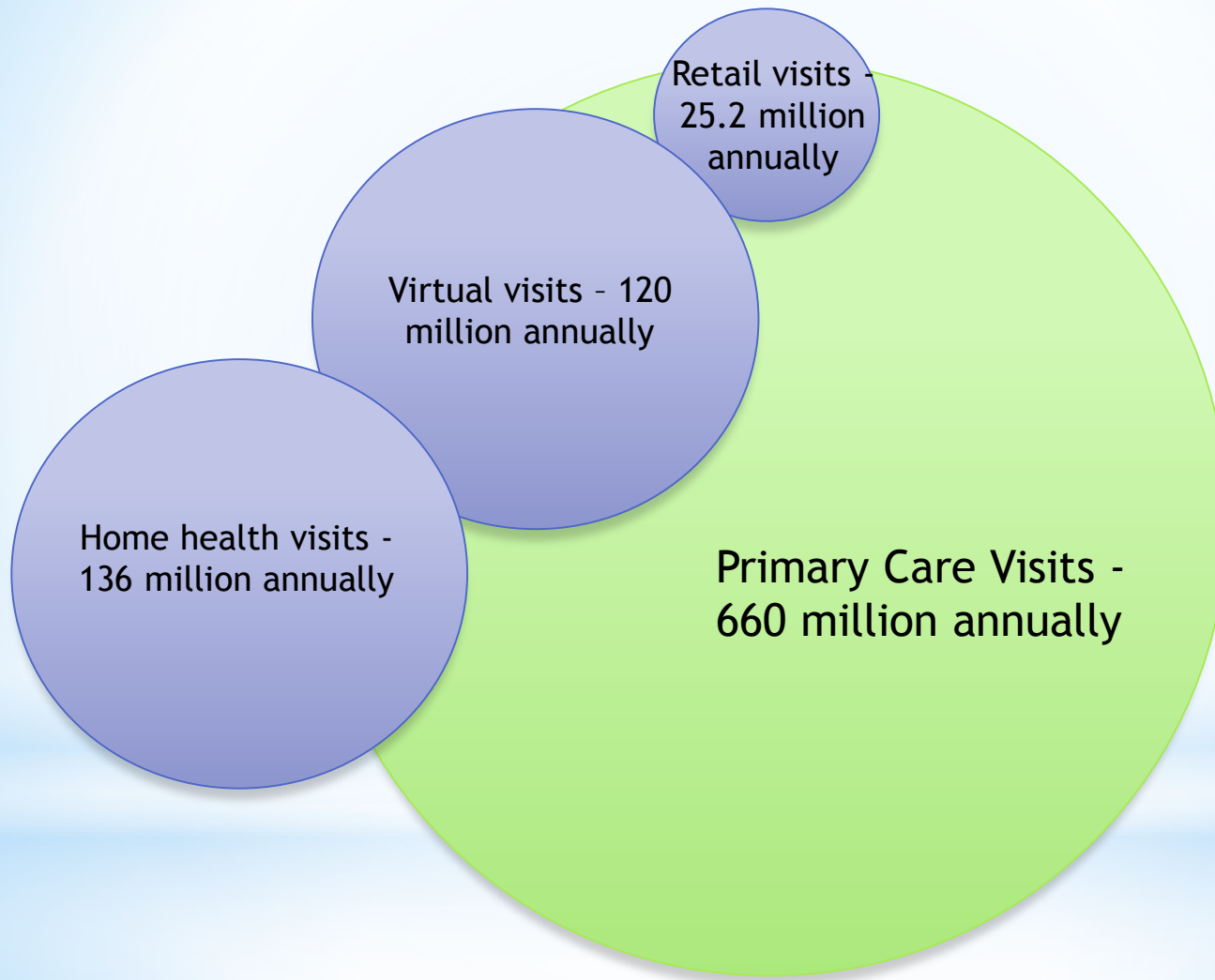


- 74% of consumers now say that they are willing to use virtual health services
- 35% would prefer a virtual doctor visit over an in-person visit

600M Traditional PCP Visits in 2015

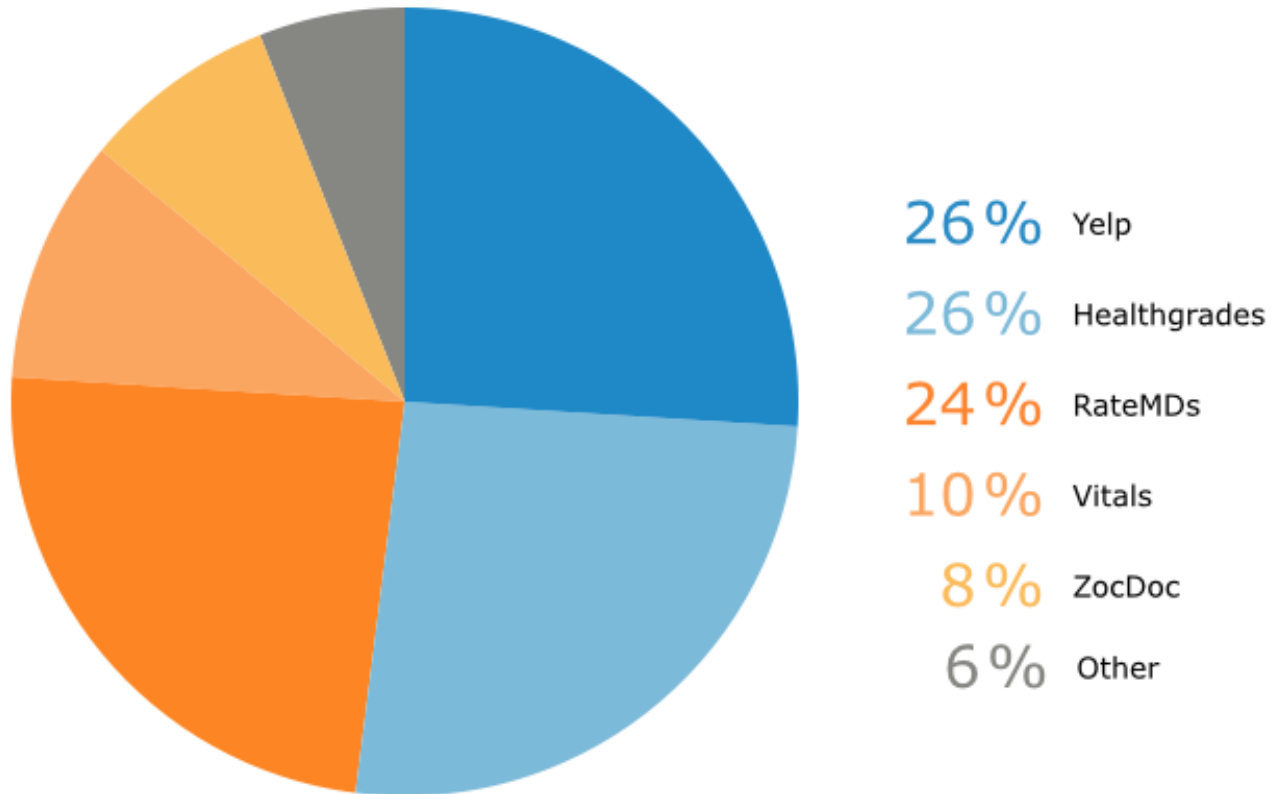


20% Reduction by 2020?



*Trend: Consumerism

Most Trusted Review Sites



- * 70+ percent of Americans are “mobile”
- * And spend 37.5 hours each month accessing content on their device(s)
- * The average smartphone owner checks their device 100+ times per day



*Trend: Digital Media

<http://www.pewinternet.org/data-trend/mobile/device-ownership/>

<http://www.nielsen.com/us/en/insights/news/2015/so-many-apps-so-much-more-time-for-entertainment.html?cid=emNewswire-Newsletter>



Michigan Society for
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*Trend: New Competitors



What can you do about it?

Our Mission

To provide high quality educational opportunities and professional development opportunities for healthcare planning and marketing professionals and serve as a resource for other healthcare professionals throughout the state of Michigan.

Our Board & Executive Committee

- * John Berg - President
- * Angela Witwer - Executive Vice President/ President Elect
- * Liz Conlin - Vice President, Membership
- * Jeff Schilling - Treasurer
- * Megan Yore - Secretary
- * Belinda Barron - Member at Large
- * Darice Darling - Member at Large
- * Clay Dedeaux - Member at Large
- * John Fick - Member at Large
- * Ann Mazure - Member at Large
- * Annette Reyes - Member at Large

Membership and Benefits

- * Conferences
- * Networking
- * Resources

GET INVOLVED!



Committees

- * Education/Conferences
- * Membership
- * Student Activities
- * Communications
- * Sponsorships

Financial Report

CY15 Performance to Budget

Item	2015 Budget	2015 YTD*	Difference
Member Dues	3,200	2,140.34 (67%)	1,059.66
Conference Income	16,850	7,166.45 (43%)	9,683.55
Total Income	20,050	9,306.79 (46%)	10,743.21
Membership Drive	1,500	0	
Support Services	7,000	0	
Conference Expenses	19,000	3,985.53 (21%)	15,014.47
Other Expense	0	3,806.92	3,806.92
Total Expense	27,500	7,792.45 (28%)	19,707.55
Net Income	7,450	1,514.34	8,964.34

* Through August 31, 2015

Financial Report

Period Ending Balances

Turning the corner...

Period	Ending Balance – All Accounts
December, 2010	\$ 79,767.75
December, 2011	\$ 80,013.05
December, 2012	\$ 82,034.87
December, 2013	\$ 83,720.33
December, 2014	\$ 71,297.94
<i>August, 2015</i>	\$ 73,027.07



SOCIETY FOR
Healthcare Strategy & Market Development™
of the American Hospital Association

SHSMD Affiliation

- * Benefits to MSHPM
- * Benefits to MSHPM Members
- * Key Considerations



Michigan Society for
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2015-2016 Activities

- * SHSMD Annual Conference - Oct. 11-14
- * Member Ballot - November
 - * Board Nominations
 - * Bylaw Changes
- * January 2016
 - * SHSMD Affiliation
 - * New Board/Executive Committee
 - * 2015 Annual Report



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*Questions & Discussion