

HFMA Eastern Michigan Chapter
Strategic Initiatives
2011 - 2012 Chapter Year

1. Continue CFO involvement initiative

- Continue Involvement of System CFO's from prior year
- Participation of single hospital CFO's
- Communication with CFO's asking for support of HFMA involvement from staff

2. Diversify Organizations Involved

- Identify facilities, systems, providers who would be expected to be active in HFMA but are under represented in Chapter membership and/or leadership
- Form committee of board members to identify and address reasons for low participation from the identified organizations
- Solicit nominations from director level management at these organizations - raffle one year free membership for member with chapter leadership potential from nominees

3. Increase use of Linked In

- Goal of 25% of Chapter membership registered to Chapter's Linked In group
- Increase use of Linked In - membership announcements, discussion group, etc.

4. Get Younger People Involved in HFMA

- Student & University involvement
- Junior board member, career advice @ meetings, committee involvement

5. Certification & Professional development

- Goal of 10+ certification exams passed - Chapter to reimburse \$300 to first 10 members

6. Continue partnering with other organizations initiative

- Fall Conference partnering with MHEGA
- Identify other opportunities