

Date: September 14, 2018

To: MedChi House of Delegates

From: Shelly Brouse, CEO - MedChi Insurance Agency

Re: MedChi Insurance Agency Report

The CEO transition wrapped up in 2nd quarter and the agency remains focused on growth and retention. Year to date through July, our commission revenues are 2% above prior year, and just 2% under plan. We are managing our expenses within our budget and I am confident we will meet our projected net income goal for year-end 2018.

Efforts this year continue in the following areas:

Sales & Marketing: We have expanded our efforts to be more visible in the market place; with an increase in marketing campaigns, touch points, and field activity. Our sales team has both revenue/sales goals as well as activity goals. Automation tools are helping us to build and manage our “pipeline” of opportunities. We are aggressively soliciting new business clients in various areas around the state of MD and networking with several new organizations.

Operations: We have upgraded our technology platform with both hardware and software to create efficiencies for the staff and enhance our ability to service our clients. In addition, productivity continues to improve in all areas as we streamline various workflows and processes.

Overall, I feel the agency is favorably moving forward. I can see a shift in our culture that is fostering accountability and engagement. Morale is positive, and our team is very focused on servicing our clients to the best of our ability.

As always, your support makes a difference! If you are a client, we thank you for your business. We promise to never take you for granted. If you are not a client, please consider reaching out. We offer a free, no-obligation policy review to help evaluate your current insurance coverages and rates. And, referrals are always welcome!

Respectfully submitted,

Shelly Brouse