

Date: April 12, 2019
To: MedChi House of Delegates
From: Shelly Brouse, CEO - MedChi Insurance Agency
Re: MedChi Insurance Agency Report

Year-end 2018 results exceeded expectations. Net income was 123% above 2017 and 28% above plan.

We've had some changes to our board structure as of January 1st. Dr. Harry Ajrawat was appointed Chairman of the Board. Dr. Tom Allen assumed the Vice Chair position and Adam Kane is our Secretary/Treasurer. Dr. Lee Snyder and Rebecca Altmann have joined as new members. Dr. Richard Lilly and Dr. Joe Snyder retired from their board positions at the end of 2018.

Efforts for 2019 will focus in the following areas:

Sales & Marketing:

We have **two new strategic partnerships** with outside insurance firms that will help us to:

- Offer additional medical malpractice markets and target larger accounts
- Expand into self-insured employee benefits programs for larger groups.
- Offer more comprehensive solutions for personal insurance (homeowner, automobile, personal umbrella, etc.) that will drive increased revenue to our agency
- **Drive additional revenue**

We are soliciting and writing new business outside of the healthcare industry. Employee benefits products are not industry specific and our expertise in benefits can extend into any industry. This, in turn, offers **additional opportunity to diversify our book of business.**

Our 2019 plan calls for **35% net income growth.**

Operations:

We are realigning our commercial service team to be more customer-centric rather than product-centric. This will offer a **stronger service platform** that will be more efficient and further enhance our service capabilities.

We have implemented a google-based survey tool that will **monitor customer satisfaction levels**. This will be done for all new and renewal activities as well as general service transactions.

Customer retention remains strong and referrals continue to be a solid source of new business.

Summary:

We are **working hard to restore a trending increase in revenue**. Team dynamics are very positive, and everyone is accepting change and willing to think about things in a new and different way. We are networking and fostering new relationships that will help us attain new revenue sources.

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