

WISCONSIN MEDICAL SOCIETY HOLDINGS CORPORATION
INFORMATIONAL REPORT TO THE 2010 HOUSE OF DELEGATES

Introduction

Wisconsin Medical Society Holdings Corporation (Holdings) has now completed its 31st year of service to the Wisconsin Medical Society (Society) and many of its 12,000+ members. Holdings is a for-profit corporation formed under Chapter 180 of the Wisconsin Statutes with all of its outstanding stock being owned by the Society and those shares being voted by the Society Board of Directors.

There are two operating units within the Holdings structure:

- ◆ Wisconsin Medical Society Insurance and Financial Services, a full-service insurance agency marketing its products to the health care community in general and to Society members, their dependents and staff in particular.
- ◆ Wisconsin Medical Society Consulting, which houses new business development including quality improvement, risk management and process improvement efforts.

2009 Objectives and Goals

Objectives

- Strong emphasis on new sales and retention of ProAssurance Wisconsin business, with particular focus on our Members-Only Benefit Plan. 2010 partnership with ProAssurance Wisconsin to offer additional bonus for specific business goals.
- Negotiate future member benefit plan with ProAssurance to advantage members of the Wisconsin Medical Society.
- Increase revenue from cross-selling products/services to existing clients.
- Seek revenue opportunities through new products, services or partnerships.
- Focus on DRconnection integration with insurance, risk management, education and membership.

Goals

- Generate revenue of over 3.5 million.
- Provide an operating profit of over \$700,000.

Members of the Board of Directors

Clyde M. Chumbley, II, MD, of Menomonee Falls (chair); John W. Hartman, MD, of Green Bay (vice chair); Susan L. Turney, MD, of Madison (secretary of the board); Mark K. Belknap, MD, of Ashland; George M. Lange, MD, of Milwaukee; Thomas A. Reminga, MD, of Milwaukee; John S. Toussaint, MD, of Appleton