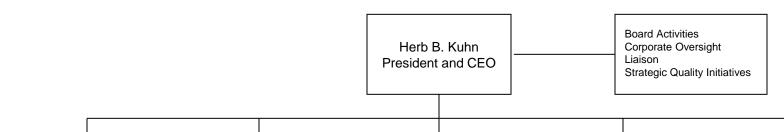
MISSOURI HOSPITAL ASSOCIATION Senior Leadership Team



Kathleen C. Poff Senior Vice President of Administration and CFO

Financial Management Legal Affairs Human Resources General Office Services Purchasing and Materials Management Building and Grounds Commercial Products Mary C. Becker Senior Vice President of Strategic Partnerships and Communications

Communications and Marketing Grassroots Partnerships Media Workforce Development Education Michael R. Dunaway Senior Vice President of Field Operations

Membership Services

- KCMHC
- Outstate
- SLMHC
- AHA Outreach

Rural Hospital Council

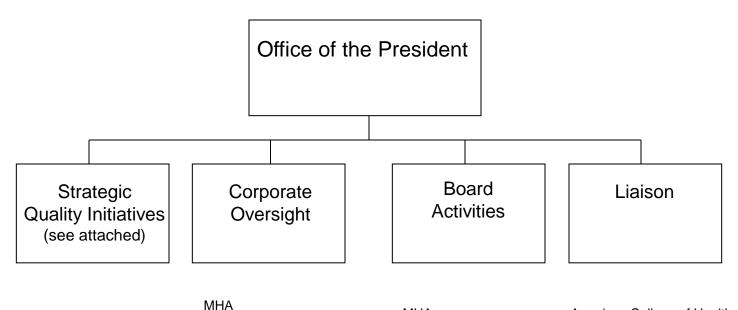
- CAH Network

Member Grassroots Annual Compensation and Benefit Survey Daniel R. Landon Senior Vice President of Governmental Relations

Legislative Advocacy Policy Development Federal Agencies State Agencies Accreditation Theresa J. Roark Senior Vice President of Research, Data and Information Services

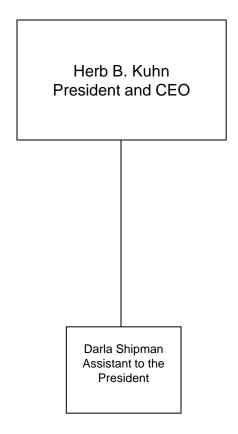
Information Technology Application Software Client Services Research and Analytics HIT Leadership Issues and Activities

Office of the President Functional Areas

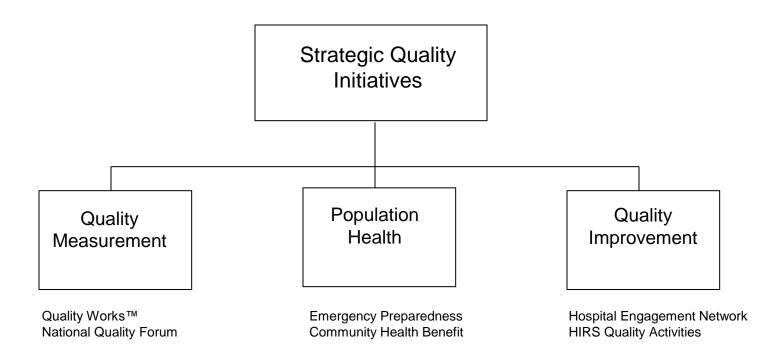


HIDI MSC MCE HEALTHPAC PAC of MHA Issues Committee The Alliance MHA HIDI MSC MCE The Alliance American College of Healthcare Executives
American Hospital Association
Association of American Medical Colleges
Catholic Health Association
Federation of American Hospitals
Healthcare Financial Management Association
Healthcare Services Group
Joint Commission Resources
Medicare Payment Advisory Commission
National Association of Children's Hospitals
State Hospital Association Executives Forum

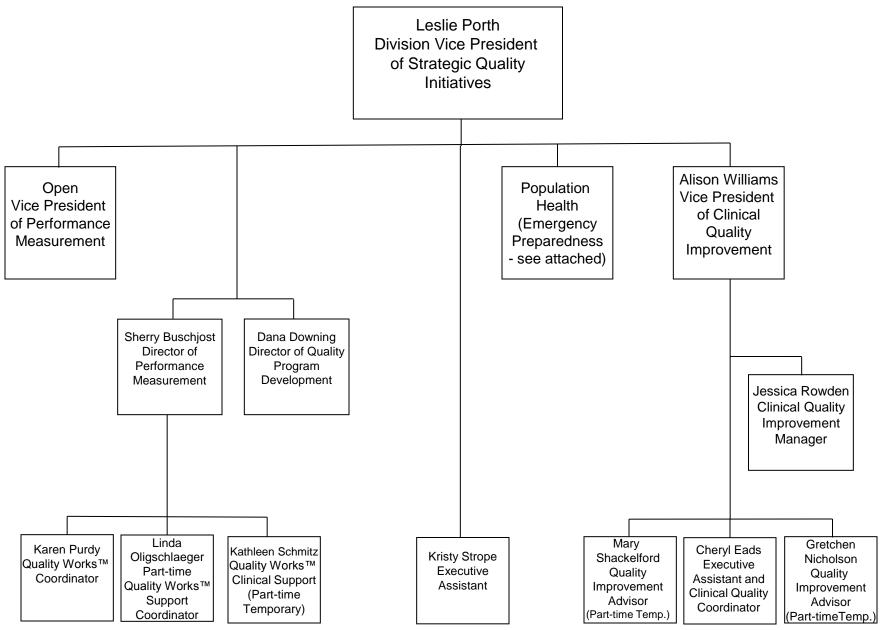
Office of the President



Strategic Quality Initiatives Division Functional Areas

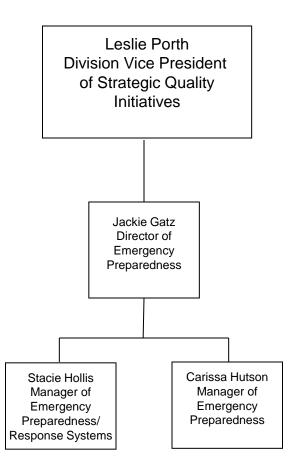


Strategic Quality Initiatives Division (Chart 1 of 2)

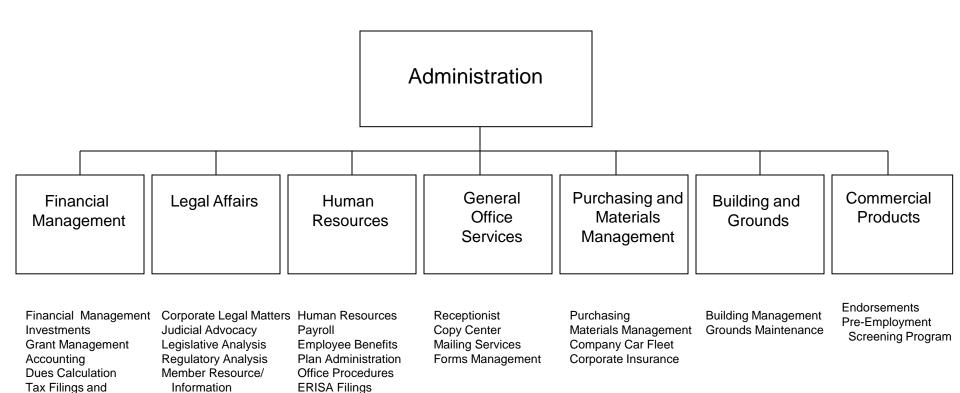


February 1, 2015

Population Health (Chart 2 of 2)



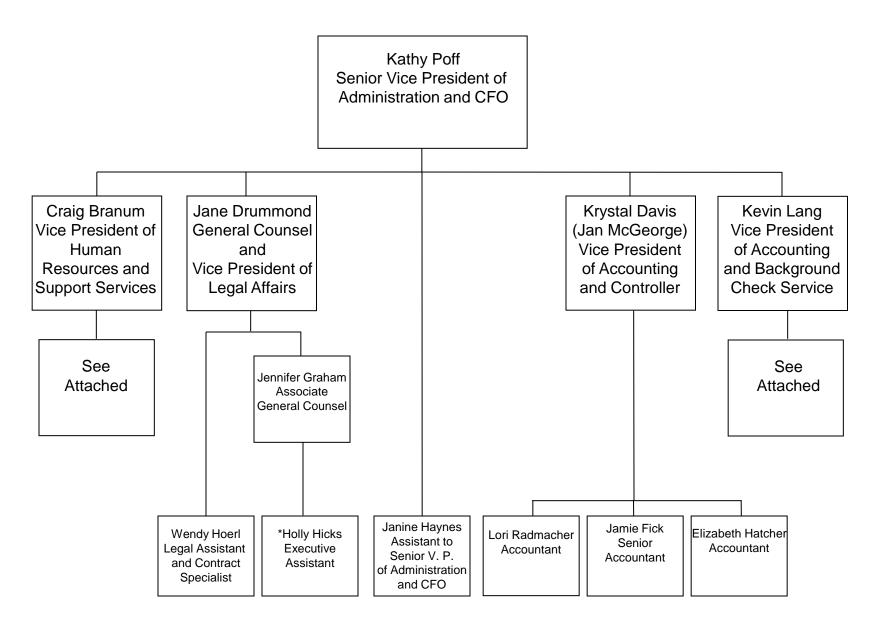
Administration Functional Areas



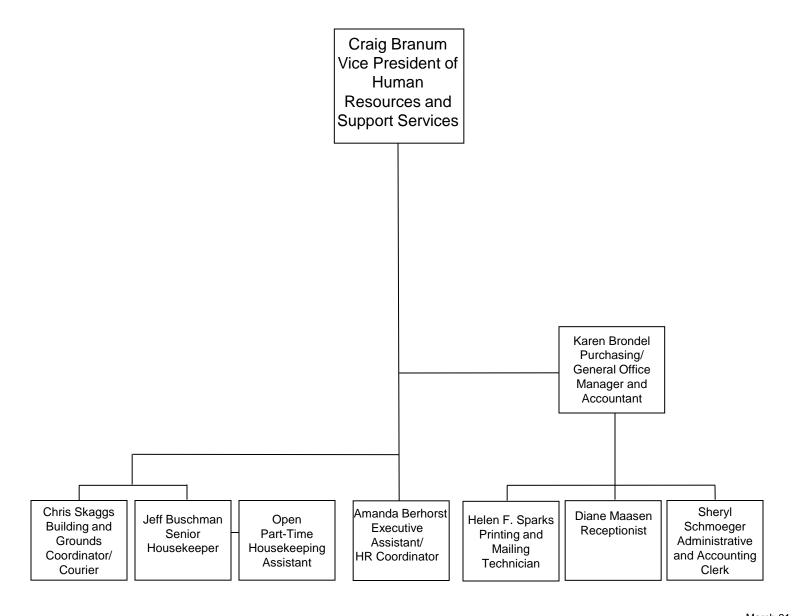
MSHHRA

Compliance

Administration (Chart 1 of 3)

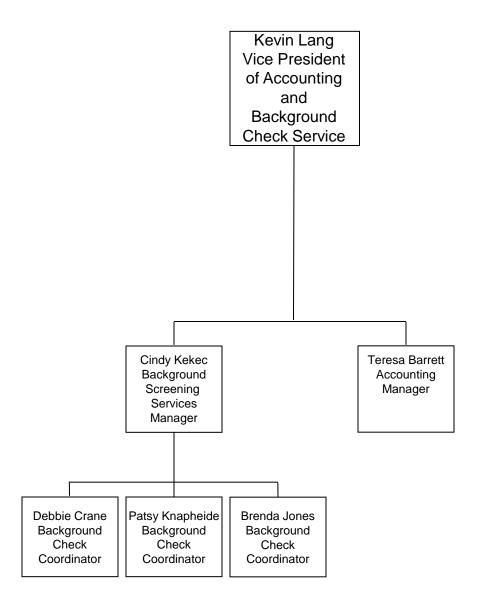


Administration (Chart 2 of 3)

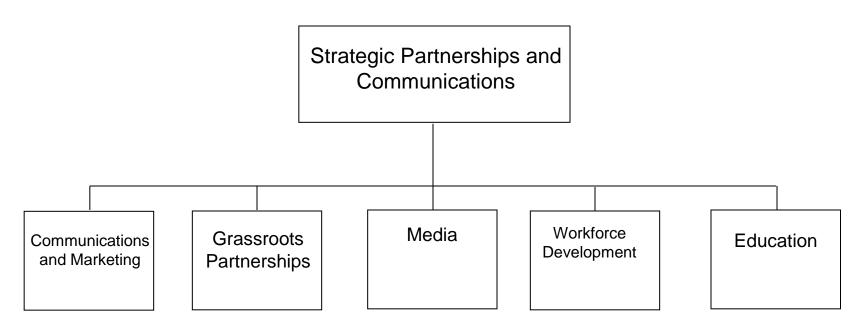


March 31, 2015

Administration (Chart 3 of 3)



Strategic Partnerships and Communications Functional Areas



Membership Communication
Program/Service Branding
and Marketing
Message Development
Community Investment
MHA Publications
Website Development
and Maintenance
General Editing
Graphic Design
Printing

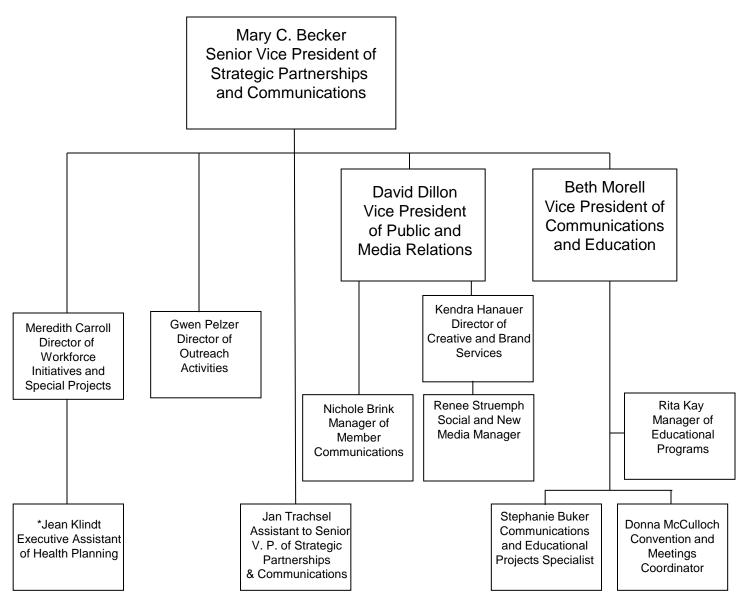
Public Outreach and Education Partnership Development Advocacy Issue Messaging Awareness PAC Fundraising

Media Relations MAHPRM Public Relations Social Media Video and Audio Production

Data Collection and Analysis
Member Collaboration and
Outreach Initiatives
Health Career Resources
Recruitment and Retention
Initiatives
PRIMO Scholarship
Program
SLMHC Workforce Initiatives
Primary Care Initiatives

Educational Programming PMGs MHA Convention & Trade Show careLearning Trustee Resources and Education Physician Outreach and Networking

Strategic Partnerships and Communications



Field Operations Functional Areas

Field Operations

Membership Services

Membership Resources District Councils Membership Services

- Kansas City
- Outstate
- St. Louis
- AHA Outreach

Rural Hospital Council

- CAH Network

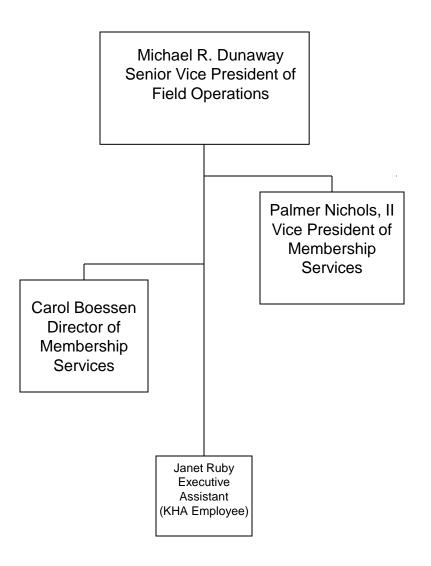
Member Grassroots

Member Satisfaction

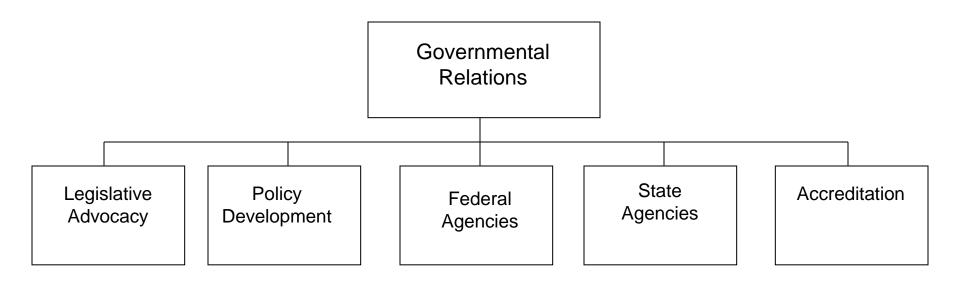
Membership Tracking

Annual Compensation and Benefit Survey

Field Operations



Governmental Relations Functional Areas



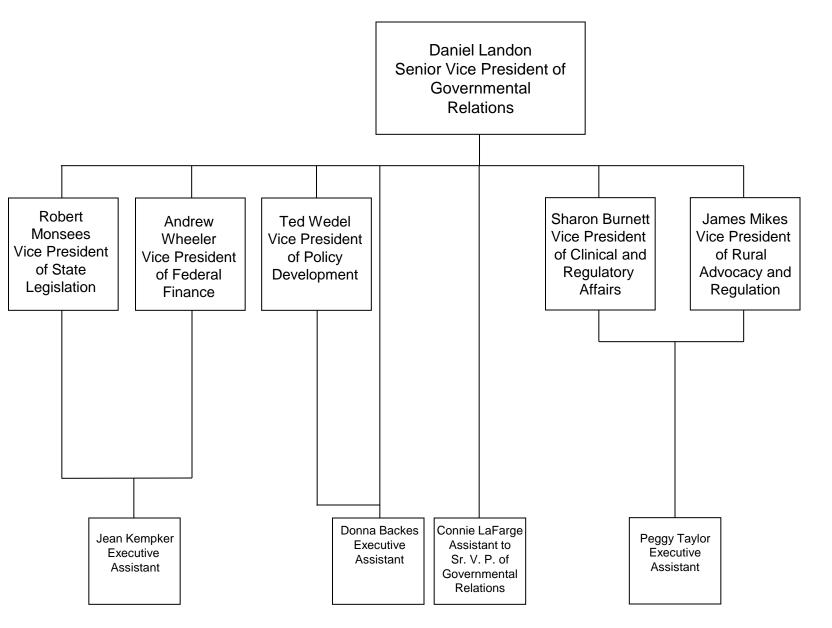
Federal Advocacy State Advocacy American Hospital Association Children's Hospitals Federal Policy
State Policy
Federal Reimbursement
Allowance Program
American Hospital
Association
National Quality Forum

Agency for Healthcare
Research and Quality
Centers for Medicare &
Medicaid Services
Health Resources and
Services Administration
U.S. Department of Health
and Human Services
Federal Elections Commission

Department of Social Services Journal Department of Health and Senior Services
Department of Mental Health
Department of Natural Resources
Department of Insurance, Financial
Institutions and Professional
Registration
Missouri Ethics Commission

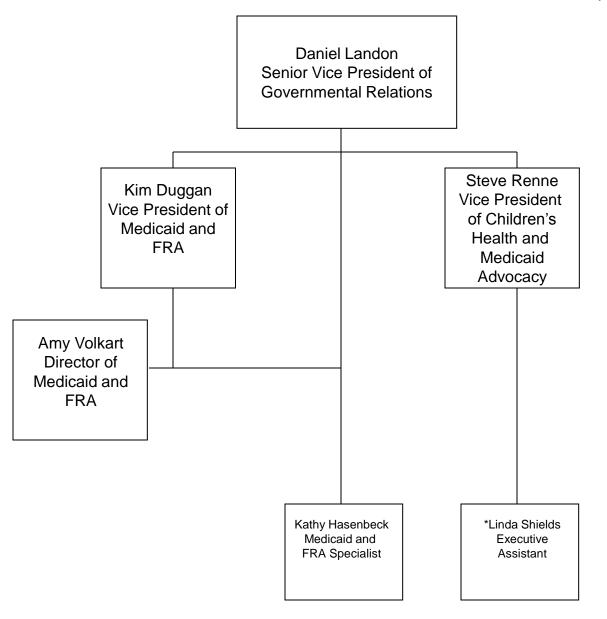
Joint Commission Center for Patient Safety

Governmental Relations (Chart 1 of 2)



January 30, 2015

Governmental Relations (Chart 2 of 2)



Hospital Industry Data Institute Functional Areas

Hospital Industry
Data Institute

Information Technology Software
Development
and
Programming

Client Services Research and Analytics HIT Leadership Issues and Activities

Network Administration
Database Administration
Systems Operations
Web Services
Telecommunications
Email
Desktop Support
Phones
Data Collection and Editing
DHSS Patient Abstract
Reporting

Software Development and Support Systems Programming

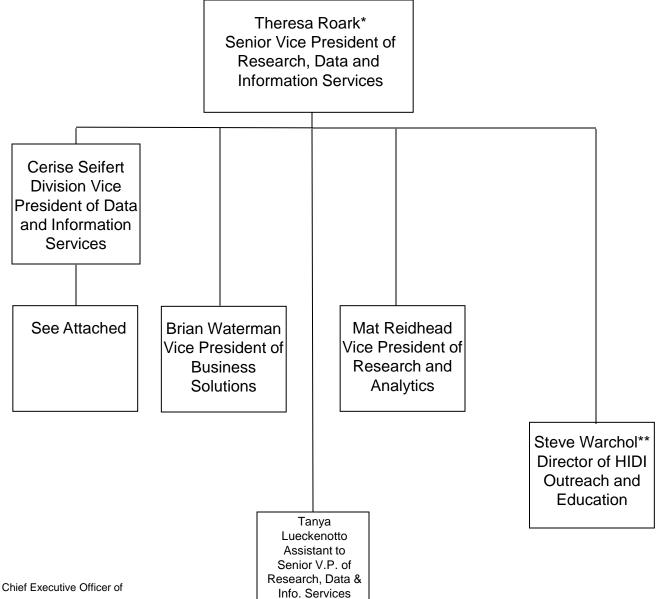
and Dashboards
Monthly Utilization Reporting
Management Survey
and Reporting
Productivity Survey
and Reporting
Quality Benchmark Reporting
Policy Impact Reports
Census Reports
Annual Survey (Collection/
Submission/Reporting)
Custom Projects for Hospitals
MEDPAR Reports
Community Health

Analytic Advantage® Reports

MHA Health Policy and
Advocacy Support
Research and Analytics
Readmissions
Grant Support
Special Projects
Agency for Healthcare
Research and Quality
Healthcare Cost and
Utilization Project Partner

State HIE
Regional Extension
Center
HIT Issue Monitoring
College of Health
Care Information
Management
Executives

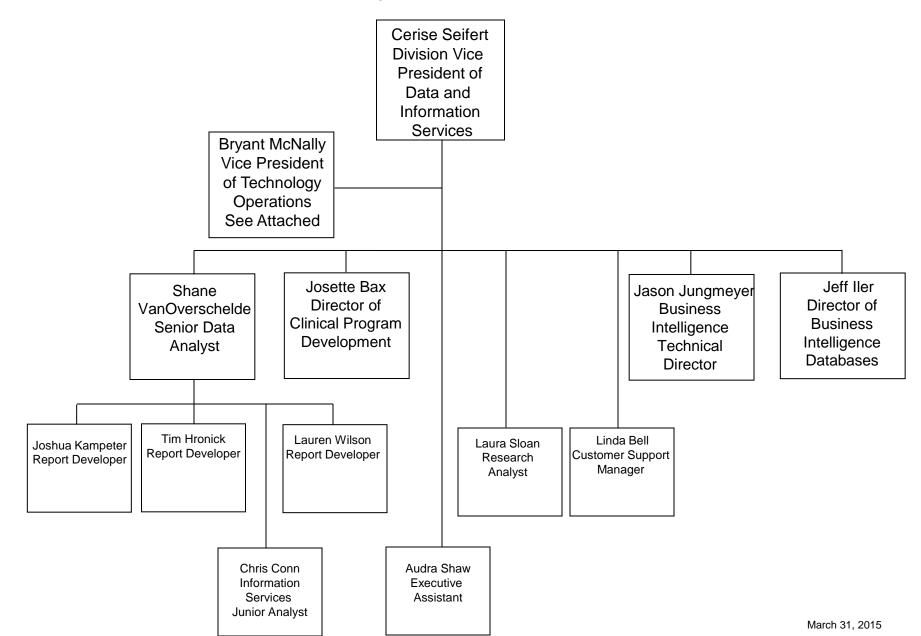
Hospital Industry Data Institute (Chart 1 of 3)



^{*}MSC Employee, also serves as Chief Executive Officer of HealthCurve Analytics LLC.

^{**}MHA Employee that reports to the Senior Vice President of Research, Data and Information Services.

Hospital Industry Data Institute (Chart 2 of 3)



Hospital Industry Data Institute (Chart 3 of 3)

