



MINDI FYNKE, CEO

Mindi Fynke is the President and CEO of EHIM, Inc. She founded the organization in 1987 and has since driven the business to exponential growth. The core of EHIM's business model has earned Ms. Fynke national notoriety as the only Pharmacy Benefit Manager (PBM) in the country to never have accepted a single rebate from pharmaceutical companies. As a certified WBENC woman-owned business and member of the Women's Business Enterprise, Ms. Fynke has built EHIM, Inc. into one of the 25 largest Pharmacy Benefit Managers in the country, servicing over two and a half million people. In 2006, she was nominated as an Ernst & Young "Entrepreneur of the Year" and in 2008 she was recognized as an Ernst & Young "Entrepreneur of the Year" finalist as well as Corp! Magazine's "Entrepreneur of Distinction." Most recently, Ms. Fynke won Ernst & Young's "Entrepreneur of the Year" award for 2010.

With Ms. Fynke's oversight, EHIM has pioneered programs that improve employee benefits while not increasing the cost to the member. Rather than the typical method of raising "out-of-pocket" costs to save money, EHIM has created unique programs that create a scenario where both member and employer can save. Her hands-on approach to healthcare has allowed EHIM to maintain an over 95% client retention rate and continuous double-digit growth every year for the last 10 years.

In addition to the group health sector she services, Ms. Fynke has developed multiple custom pharmacy programs over the years for

the National Guard, NOAA Wage Marines, and the Veterans Administration (VA) along with pharmacy services for municipalities, school districts, local and regional government entities. Moreover, the technology platform EHIM has developed under Ms. Fynke's leadership has allowed her organization to be actively involved in the creation and support of pharmacy programs for the public sector. Currently, EHIM owns a pharmacy network comprising of over 64,000 pharmacies nationally.

As a participating member of an advisory board to Blue Cross Blue Shield of Michigan and a pioneer of the value-based insurance



design, Ms. Fynke continues to set the industry standard for pharmacy management while many of her best practices have been adopted by the nation's leading insurance carriers and managed care organizations.

Ms. Fynke was instrumental in the development of a Hurricane Relief prescription drug program for the Veteran's Administration beneficiaries. She is a founding trustee of the Jewish Women's Foundation of Metropolitan Detroit, as well as an avid donor to JARC, the National Kidney Foundation, Hospice of Michigan, the Children's Hospital of Michigan and other foundations that strive to enhance the quality of life for individuals with mental and physical disabilities. Most recently, Ms. Fynke was asked to be an advisory board member for PS2, a Heinz Family Philanthropies program dedicated to providing quality and affordable healthcare to the uninsured.

Mindi Fynke was recently featured in *Michigan Business Review* & *The Jewish News* (article below).



'Caregiver' For An Industry

Customer service a prime tenet of Employee Health Insurance Management Inc.

Bill Carroll
Special to the Jewish News

Spending a few hours with Jewish entrepreneur Mindi Fynke is sort of like reading a Sidney Sheldon novel. Sheldon was the late movie/TV writer and novelist whose stories usually centered on an attractive, talented, dynamic, determined woman who persevered in a tough business world. She fits that job description. Fynke, 54, was once a waitress, nurse and billing manager in a physical office before launching a pharmacy benefit management business in her one-bedroom apartment 20 years ago and has watched it grow, mainly through word of mouth publicity, into a multi-million-dollar a year company, Employee Health Insurance Management Inc.

She's now CEO, president and 100 percent owner of the firm that has more than 100 employees occupying an entire floor of a Southfield office building serving about 2,000 customer companies nationwide. That's not too shabby for a "male-dominated world" she reasons.

On a typical day at the office, Fynke leads meetings in a large conference room, talks to clients on the phone, confers with sales on sales information, keeps up with the latest health care industry news, then dines here late in the day at West Bloomfield in her "American-made" Cadillac in her "committed relationship" with Dr. Howard Wright. For relaxation, she hangs out with her siblings and niece and nephew or plays a round of golf (her husband is 6) at Knottwood Country Club in West Bloomfield, where she's the only woman past president. Her community charitable activities also receive a large share of her time.

Family Roots
Taking time for a newspaper interview, Fynke describes how she has strived to make a difference in her industry by developing a new model in the prescription benefit health care segment, turning EHM into one of the fastest growing pharmacy-benefit providers in the country. She begins with a family touch. She grew up in Huntington Woods, the daughter of Richard and Iris Fynke, and attended Royal Oak Dorothea High School and Michigan State University.



Mindi Fynke, who grew up in Huntington Woods, now owns a multi-million-dollar company.

"My hero was my grandfather, Dr. Dennis Kamin, who was a well-known pediatrician in the Jewish community and who still made house calls to the end he died at 72 in the 1970s," Fynke reflected. "He was kind and gentle and served as a great caretaker for children in the community. I even still have his old filing cabinet. In my business now, I consider myself as a 'caregiver' from the heart for my industry. And as part of that, I hope to make a positive impact on

my community and family.

"I'm passionate about everything I do, including giving old-fashioned customer service to the more than 2 million employees of our customer companies. I stay up-to-date for my employees and customers, and remain true to my principles and my core beliefs."

The Product
With prescriptions now consuming one-third of the cost of employee health care

programs in the U.S., EHM specializes in providing customized, self-funded, prescription drug benefits to corporate customers of all sizes. These include federal, state and local governments, military organizations, businesses, third-party administrators, insurance companies, workers' compensation claimants and others.

By letting EHM manage their pharmacy benefit programs, they achieve significant savings and can devote their time and resources to other areas of the business. EHM has a network of more than 60,000 pharmacies where employees of their customers simply use an identification card to fill prescriptions with the normal co-pay.

Complemented in a pay transaction basis, EHM creates cost-effective methods and promotes a hand-on philosophy where customers design self-funded prescription programs that suit their needs.

"We leverage our years of expertise in this business by developing a customized plan for each company based on three-month supply of prescriptions, use of generics, any necessary prior authorization, and the amounts, education materials, and other factors. This can result in savings of up to 40 percent compared to our competitors," Fynke explained.

"One of our goals is to help individuals and families reduce costs. We're focused on cost containment. For that reason, we feel we're a better pharmacy provider than Blue Cross. Actually, we're both a competitor of, and partner with, Blue Cross. We compete as pharmaceuticals, but then of course, handle the medical coverage for our customers."

Customer Perspective
A typical EHM customer is GlaxoSmithKline (GSK), a typical EHM customer is GlaxoSmithKline Automotive Group in Southfield, which has almost 100 employees and has achieved "significant savings" in its employee prescription program during its 15-year relationship with EHM, according to company President George Glasman. "Health care is a large part of our expense, and it's difficult and expensive to provide and manage now," said Glasman. "EHM gives us a big help in this regard. It's a large firm that really delivers great customer service."

Caregiver on page A42

AWARDS

- Ernst & Young *Entrepreneur of the Year* Winner – 2010
- Enterprising Woman of the Year* Winner - 2010
- Corp! Magazine *Entrepreneur of Distinction* – 2009
- Ernst & Young *Entrepreneur of the Year* Honoree – 2008

MEMBERSHIPS

- Women's Business Enterprise (WBENC)
- Michigan Minority Business Development Council – Corporate Member (MMBDC)
- Police Association of Michigan – Associate Member (POAM)
- Michigan Association of Rehabilitation Organizations – Associate Member (MARO)
- Jewish Women's Foundation – Founding Member
- Michigan School Business Officials (MSBO)
- American Diabetes Association - Board Member
- JVS - Board Member
- Committee of 200 (C200) - Board Member

CHARITABLE AFFILIATION

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| Children's Hospital | MASPA |
| Kadima | Friends of the Israel Defense Forces (IDF) |
| Women's Jewish Foundation | Yad Ezra |
| Jewish Hospice | AIDS Walk LA |
| Jewish Federation | ORT America |
| JARC | Henry Ford Health System |
| Hillel Day School | Adat Shalom |
| ADA (American Diabetes Association) | MSU Hillel |
| Crohn's & Colitis Foundation (CCFA) | Variety, the Children's Charity |
| Alternatives for Children | Fraternal Order of Police |
| Hospice of Michigan | PS2 – Heinz Families Philanthropies |



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