



## **Big News: Margaret Anderson Named President of HAP – Effective Immediately**

Dear HAP Providers

We're excited to share a major milestone for HAP (Health Alliance Plan): Margaret Anderson has been named the new HAP President.

In her previous role as both interim president and chief sales and marketing officer at HAP, Margaret has rapidly positioned the organization for growth, stability and innovation. Under her leadership, we exceeded our goals for member expansion and net operating income. In 2024, we surpassed both member growth and financial goals, now serving 476,000 members across Michigan. Our recent financial results confirm a net income of \$32.4 million, including \$6.7 million in operating income.

Looking forward, Margaret is committed to enhancing collaboration, strengthening member experience, and driving innovation. Her strategic priorities include:

- Expanding membership and increasing market share
- Strengthening financial performance
- Advancing technology and digital health initiatives for better outcomes and efficiency
- Building key partnerships to reinforce HAP's competitive position
- Working alongside providers to champion value-based care that aligns with higher quality and improved experience for providers and their patients

Please join us in congratulating Margaret as she steps into this new chapter for HAP. Please find the full press release [here](#).

Thank you,

**Robin Damschroder**

Henry Ford Health President, Value-Based Enterprise & Chief Financial Office

**Christine Harder**

HAP SVP, Provider Network Management