



FOR IMMEDIATE RELEASE

CONTACT:

Mike Lawson

michael@dmlcommunications.com

760.845.8146

Health Advantage Credit Union Selects Corelation's KeyStone to Help Them Care for the Healthcare Workers Who Care for Others

SAN DIEGO - February 15, 2021: [Health Advantage Credit Union](#) (\$160 million assets; 11,726 members; Saginaw, MI) serves a very important member base: current and former healthcare workers in the state of Michigan and their families. They are steadfast in fulfilling their brand promise of "Financial health for the healthcare industry." That is why, after nearly two decades of operating on the same core processor, they carefully reviewed various core systems before selecting [Corelation's KeyStone](#) as the right choice to serve those who have dedicated their lives to serving others.

The credit union's due diligence included candid discussions with twenty-five Corelation clients about their experience with KeyStone. They received remarkably positive feedback from varied department resources, and according to Health Advantage CU President/CEO Laura Crase, the only common complaint was "they wished they had signed with Corelation sooner."

"Their [Corelation] culture aligns with ours more than any other core system provider we reviewed; their dedication and passion for helping their communities resonate greatly with us," added Crase.

"Our member-centric values guide every decision we make and we are excited for the opportunity to provide our members with an overall enhanced experience and better serve their needs."

The credit union plans to take advantage of KeyStone's truly open API [KeyBridge] by integrating with new vendors that will: 1) expand their service offerings like online account opening, and 2) create operational efficiencies like single sign-on, eliminating dual entry, and implementing Teller Capture.

"Currently, our staff have to log in and out of various programs to re-enter and search for member information," added Crase. "Our team is looking forward to being more efficient, freeing them to focus more on providing exceptional member service."

Other significant factors that stood out about Corelation's KeyStone include the complete member profile available for staff to see on one screen and the 'More in the Core' philosophy where Health Advantage CU will utilize KeyStone's native Indirect Lending functionality [KeyID], eliminating the need for a third-party indirect lending provider.

Health Advantage CU is scheduled to convert in May 2022.

"When serving in an industry as tremendously vital as healthcare, and doing so in a place like Michigan that prides itself on community, value systems have to be a key factor in any business decision," acknowledged Corelation President/CEO Theresa Benavidez. "Health Advantage Credit Union puts a high standard on the services and support they offer their members and we are honored to help them serve their membership, especially now when the healthcare industry needs our support the most."

About Corelation, Inc.

Based in San Diego, CA, Corelation is the innovative core processor for today's credit union. This solution is a person-centric system that empowers credit unions to offer the best member service possible, enhancing their value for member attraction and retention. In terms of industry experience, Corelation's staff has dedicated their careers to creating core systems and providing unparalleled client service. For more information, visit www.corelationinc.com.

About Health Advantage Credit Union

Health Advantage Credit Union has been taking care of the healthcare community and their families since 1970. The credit union offers financial services to employees, independent contractors, or self-employed persons who regularly work in the healthcare industry in the State of Michigan. Today the credit union is almost 12,000 members strong with two branch locations. For more information about Health Advantage Credit Union, visit www.healthadvantagecu.com.

###



Corelation President/CEO Theresa Benavidez