

Worksheet 4: Client Outreach Tracker

Track every outreach contact. Michigan's automotive and healthcare markets are relationship-driven — follow-ups are essential. Key targets pre-populated.

Detroit Medical / Healthcare

Company / Contact	Phone / Email	Date Contacted	Follow-up Date	Notes / Status
Henry Ford Health System				
Detroit Medical Center (DMC)				
Beaumont Health (Corewell)				
Ascension St. John				
Karmanos Cancer Institute				
Children's Hospital of Michigan				

Automotive / Manufacturing

Company / Contact	Phone / Email	Date Contacted	Follow-up Date	Notes / Status
Ford Motor Company (Dearborn)				
General Motors (Detroit/Warren)				
Stellantis (Auburn Hills)				
Magna International				
BorgWarner				
Lear Corporation				

Ann Arbor — University / Medical

Company / Contact	Phone / Email	Date Contacted	Follow-up Date	Notes / Status
University of Michigan Health				
Michigan Medicine				
U of M Research				
Ann Arbor VA Medical Center				

Company / Contact	Phone / Email	Date Contacted	Follow-up Date	Notes / Status

West Michigan / Grand Rapids

Company / Contact	Phone / Email	Date Contacted	Follow-up Date	Notes / Status
Spectrum Health (Corewell West)				
Mercy Health Saint Mary's				
Steelcase				
Amway / Alticor				
Frederik Meijer Gardens				

Lansing / State Government

Company / Contact	Phone / Email	Date Contacted	Follow-up Date	Notes / Status
Sparrow Health System				
McLaren Greater Lansing				
Michigan state agencies				
MSU Health Care				

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