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Saginaw Medical Federal Credit Union Changes its Name to Health Advantage Federal Credit Union

[Saginaw, MI - October 31, 2019] Saginaw Medical Federal Credit Union (SMFCU), announced today that it is changing its name and brand identity as part of a larger journey to improve the financial health for the healthcare industry.

“Last year we expanded our charter to include anyone who works in the healthcare industry within the state of Michigan,” said Laura Crase, CEO. “The name captures the heart of our credit union, our philosophy of service, our members and our community. Health Advantage is the foundation that our membership was built upon. This new name more accurately reflects and identifies all the members that we serve while preserving our history and heritage.”

“What will not change is the friendly service and fantastic overall value that members have come to expect from us,” Crase said. The credit union offers a comprehensive range of financial services, from credit cards and mortgages to commercial business loans and more.

During the transition, members account numbers will remain the same, and their checks, debit cards, credit cards, online banking and versatile app will all continue to function in the same way. The www.smfcu.com website will automatically redirect to the new website, www.healthadvantagecu.com.

For more information please visit www.healthadvantagecu.com/newlook

About: Health Advantage Credit Union has been taking care of the healthcare community and their families since 1971. 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 12,000 members strong with two branch locations. For more information about Health Advantage Credit Union, visit www.healthadvantagecu.com.

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