



Vision 20/20  
NAHU Strategic Plan

NAHU Region 3 Leadership Conference  
August 14<sup>th</sup> and 15<sup>th</sup>, 2017

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The “Why” of NAHU

***NAHU's Mission Statement***

***NAHU advocates for our members, provides professional development and delivers resources to promote excellence.***



## The “Why” of NAHU

### ***NAHU's Vision Statement***

***NAHU is the preeminent organization for health insurance and employee benefits professionals.***

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## Strategic Goals and Objectives

***Everything that we do is with the member in mind. All activities should roll up to the Vision and Mission statements***

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**Goal #1-NAHU will exceed its members' expectations.**

***Our members are our most important asset. We must provide a level of service that is the best not just in our industry, but in any industry. When someone wants to use an example of excellence, they will think first of NAHU.***

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**How Will We Do This?**

**We will be known for our exemplary service.**

**We promote the value of our affinity programs through targeted marketing efforts.**

**We will communicate effectively with our members.**

**We will recognize our most successful members with pride and in such a way that their achievements will be visible to their clients and peers.**

**We will do all of this while being careful stewards of our resources at all levels, so that we may continue to provide the services our members find so valuable.**

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## Goal #2 – Health Insurance Professionals will view membership in NAHU as essential.

***Strength is in numbers, and that is no exception for our industry. It is our obligation to do everything in our power to expose those in our profession to the highest possible ethical standards and business services so that the public receives the best possible service from our industry. We must hold our profession to the same standards of other professionals, such as doctors, attorneys, and CPAs who are expected to join their professional associations. NAHU will be a “must join” association for those in our profession.***

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## How Will We Do This?

We will effectively communicate the value of membership to both our current and future members. We will do this by:

- Making our website a “go to” virtual destination
- Increasing our presence at industry meetings
- Advertising in Trade Publications
- Promoting our significant accomplishments.

We will engage those members, and increase significantly the number of members we have as well as ensure that those members who join our association continue to be a part of NAHU. We will do this by:

- Creating peer groups to facilitate a sense of belonging.
- Creating discussion groups to enhance the value of being a part of NAHU.
- Encouraging participation in NAHU functions and education programs.
- Offering years of service discounts on products.
- Encouraging participation in local and state chapter activities.

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### Goal #3- NAHU will be known as a leader in Advocacy.

*NAHU is known as an industry leader, thought leader, and public-policy expert, but we must increase our visibility even more. We will increase our media exposure at all levels with a goal of significant recognition of the NAHU "brand." We will bring our message and expertise to more legislators, regulators, and opinion leaders than ever before, including creating a presence in the global health economy. We will be the "go to" organization for accurate, reliable, and truthful information. As a result, the public will KNOW and value the role of agents, brokers, and consultants*

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### How Will We Do This?

We will continue to play a leading role in legislative and regulatory activities that impact our members and their clients at both the national and state level.

The NAHU "brand" will be recognized and sought out by consumers.

We will ensure that employers continue to be the leading source of health insurance coverage.

We will work on cost of care as a real means to promote health insurance affordability.

We will work with reporters to gain greater recognition of who we are and our issues.

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## How Will We Do This?

**We will update our website and communication materials for a more modern look.**

**We will use all types of technology to reach a broader audience.**

**We will build partnerships and coalitions with outside organizations.**

**We will increase our grassroots efforts and involvement in political campaigns.**

**Our involvement in the political process will be not only financial, but also one of providing human capital to politicians and policymakers who are making important decisions and recommendations.**

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## Final Thoughts

***These goals, objectives, and tasks will help us to strategically align ourselves and achieve our vision and mission. Our plan will be reviewed annually to assure that it continues to meet the most important needs of our membership.***

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