

STRATEGIC PLAN

2018-2020

MISSION

To advance the development and success of healthcare strategy professionals

VISION

A growing, dynamic, well-recognized community of strategy professionals fulfilling their highest aspirations and driving positive changes in healthcare

CORE VALUES

- ▶ People
- ▶ Integrity
- ▶ Leadership
- ▶ Diversity
- ▶ Collaboration
- ▶ Excellence
- ▶ Innovation

GOALS AND OBJECTIVES

FOSTER

MEMBERSHIP
ENGAGEMENT
AND VALUE

1. **Understand and define** priority membership segments and develop value propositions that align to members needs across career stages and functions
2. **Enhance** membership communications and offerings to drive increased value and loyalty
3. **Expand and deepen** connections among SHSMD's network of healthcare strategists to foster adoption of essential knowledge, skills, and abilities

EXPAND

BRAND
AWARENESS
AND VISIBILITY

4. **Define and position** SHSMD's brand to maximize its resonance and equity
5. **Qualify and promote** the value of healthcare strategists in advancing the success of healthcare organizations
6. **Realize** the potential of the AHA partnership to accelerate awareness and adoption of integrated healthcare strategy approaches that are transforming health care organizations

ADVANCE

KNOWLEDGE
AND PRACTICE

7. **Gather, refine, and proactively disseminate** new and existing knowledge to solidify SHSMD's thought leadership in addressing emerging trends and innovations
8. **Cultivate** key collaborative relationships critical to expanding SHSMD's reach
9. **Expand** the use and interest in SHSMD resources to enable healthcare strategy professionals to proactively advance their careers

STRATEGIC INITIATIVES

- ▶ Member Development
- ▶ Market Development
- ▶ Product Development

