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

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