



Society for Health Care
Strategy & Market
Development™

2021-2023 Approved Strategic Plan

Mission

To advance the development and success of healthcare strategy professionals

Vision

We will be the most trusted community of health care strategists

Values

Collaboration, Accountability, Respect, Excellence & Innovation

Goals and Objectives

DRIVE MEMBERSHIP ENGAGEMENT, VALUE AND GROWTH

1. *Increase engagement across the member journey by leveraging data to deliver tailored messages and resources*
2. *Equip members to solve problems and navigate change using cross-disciplinary solutions*

FOSTER COMMUNITY AND CAREER DEVELOPMENT

3. *Enhance members' sense of community through events and experiences that build and strengthen relationships*
4. *Become members' trusted partner especially as they navigate professional transitions and advance their careers*

ADVANCE KNOWLEDGE AND PRACTICE

5. *Address members' emerging challenges and areas of need by focusing and aligning content creation and curation efforts*
6. *Aggregate and disseminate promising insights and opportunities by leveraging strategic partnerships and optimizing the AHA relationship*