

**Mission:** SHSMD serves health care strategists across diverse disciplines, providing essential knowledge, leading-edge tools and invaluable connections. We empower members to overcome obstacles, foresee the future and drive change.



Strategic Framework  
2024-2026

**Vision:** Our vision is a world with healthier people and communities -- achieved through bold, actionable and inclusive strategies.

**Values:** Collaboration, Accountability, Respect, Excellence & Innovation

Goals		
CURATE AND DELIVER PRACTICAL TOOLS FOR TODAY AND INFORMED PERSPECTIVES ON THE FUTURE	CONNECT MEMBERS ACROSS ALL PROFESSIONAL JOURNEYS	CREATE EXCEPTIONAL LEARNING EXPERIENCES AND UNIQUE OPPORTUNITIES FOR COLLABORATION
Objectives		
Capitalize on SHSMD’s hallmark products and resources to strengthen member value	Ensure SHSMD is the premier community where people go to feel valued and engaged	Deliver unforgettable events and learning experiences where members make essential connections, solve shared problems, and generate innovative solutions
Evolve products and resources to meet the dynamic needs of core and emerging audiences	Harness the expertise and passion of members to advance our individual and collective success	Maximize our impact and leadership across and with the AHA to address field-wide challenges
Outcomes		
KPI: Increased membership and revenue	KPI: Improved membership satisfaction and value scores*	KPI: Improved Net Promoter Scores*
Improved brand perception (e.g. indispensable, influential, thought leader) and awareness scores	Increased number and diversity of volunteers	Increased usage of resources and tools and participation in major programs
Improved “SHSMD is essential to my career” score	Improved welcoming scores	Increased AHA member penetration

*\*denotes intentional improvement/increase for segments with lower 2022 scores (e.g. Career Levels and Solution Providers)*  
Approved June 2023