

NAHU's Strategic Plan

1 A significant percentage of licensed agents, brokers and consultants will be NAHU members.

- 1.100 Create or revitalize chapters in all states.
- 1.200 Develop and distribute membership marketing and sales tools.
- 1.300 Train regional, state and local chapter leaders in membership marketing and sales.
- 1.400 Explore membership marketing opportunities within the health and ancillary products industry.
- 1.500 Develop and carry out carrier-based membership campaigns.
- 1.600 Start a campaign that focuses on states lacking competitive health insurance products.
- 1.700 Implement a trial regional campaign (i.e., "New England Strategy") - Phase 1.
- 1.800 Implement Phase 2 of trial regional campaign ("New England Strategy").
- 1.900 Additional/General Tasks for This Long-Term Goal

2 NAHU will exceed its members' expectations.

- 2.100 Determine what the members' expectations are.
- 2.200 Engage more members in association activity.
- 2.300 Enhance NAHU communications -- make them quicker, targeted and focused.
- 2.400 Demonstrate the value of membership in all things.
- 2.500 Enhance services to all chapters.
- 2.600 Other Membership Services
- 2.700 Improve both awards and LPRT services to the membership.

3 NAHU will be known as a leader in industry and public-policy forums.

- 3.100 Conduct positive, focused campaigns on key issues: "*Health Care Costs/Health Care Transparency*," "*The Health Care 'Crisis' in America*," "*The Role of the Agent*" and "*Long-Term Care Partnerships*."
- 3.200 Increase NAHU's input in regulatory matters.
- 3.300 Increase NAHU's support of state regulatory and legislative activities.
- 3.400 Promote and educate members to achieve a 'contribution culture' so that 30% of NAHU members participate in HUPAC.
- 3.500 Participate in existing or build new coalitions with outside organizations to promote our vision.
- 3.600 Other Public Affairs Goals and Tasks