

Western Reserve Association of Health Underwriters  
Strategic Plan  
October 8, 2012

**Mission Statement**

**WRAHU will educate the public and decision makers about the value health insurance professionals deliver in helping consumers access the health care system and, through education and association involvement, increase members' ability to better serve consumers. We will do so in a financially prudent and responsible manner.**

WRAHU will use tools developed by NAHU and OAHU to educate our members and the public through implementation of the Media Guide, which will promote WRAHU and its members. Tools available are speaking at local organizations on health reform and related health insurance issues as well as the websites of the NAHU and its education and policy sections.

Membership

- Continue to recruit and retain membership
- Current Membership
  - Membership Goal – Members October 1, 2012 - 29 full members
    - Goal is to increase growth by 20%
  - Membership Drive – Will be held in the 4<sup>th</sup> quarter annual.
    - Drive will begin by the end of October and the prize tentatively will be 2 Cleveland Cav tickets donated by Nancy Kuzenko/Anthem for this year

Program Meetings

- Set a permanent calendar for meetings of the Board and General membership to allow for advanced scheduling
  - Goal is to hold 6 to 8 meetings per year

Leadership

- Place a line of officers to proceed through the chairs
  - Goal is to have a president elect in position by January 1, 2013 and both president elect and President will attend state monthly board meetings.
  - President Elect to attend NAHU symposium to attend incoming presidents meeting

Legislation / HUPAC/OAHUPAC

- Meet with and develop relationships with State and Federal legislators at their local office.
  - Leg Chair or Co-Chair to attend monthly OAHU leg committee meeting
  - Leg Chair or Co-Chair to attend CAP Conference
  - Leg Chair or Co-Chair to attend DAS