



NABIP Ohio Strategic Plan 2022-2023

Goal 1 - Enhance the value of NABIP Ohio to attract and retain new members

- A. Identify sources for new members
- B. Improve communication to members on the value of membership
- C. Enhance communications to prospects database
- D. Membership drive

Goal 2 – Continue to be the expert helping Ohioans with health care benefit choices

- A. Provide agents with information on products other than health care
- B. Communicate that NABIP Ohio members are the experts in the industry
- C. Increase traffic to HealthBenefitsOhio website

Goal 3 – Develop a fiscally responsible budget

- A. Maintain Fiscal responsibility
- B. Continue to review additional sources of income