

Ohio Association of Health Underwriters (OAHU)
OAHU Strategic Plan Updated
January 21, 2010

1. **Goal Number 1 – OAHU will develop additional communication tools to inform and educate our members and the public.**
 - a. Improved website – OAHU has reached our goal but this is an ongoing task to keep it fresh and updated.
 - b. Leg Week in Review -- The week in review implemented 18 months ago has increased information going to our members
 - c. Role of the agent brochures were widely distributed and continue to be distributed.
 - d. Get the word out about OAHU.
 - In 2009 Lobbyist and Leg chair visited two groups (very productive tool)
 - A media relations campaign to present information about health care reform topics to Chambers, Kiwanis, and other similar groups is the goal for 2010. Goal for 2010 is to do this quarterly, this is our best resource.
 - State president or lobbyists to visit other locals to review what is happening in Columbus.
 - Creation of Ohio Healthcare Reform State Advisory committee, Denny Recker is chairing. The committee will be meeting with key legislators on a monthly basis. First meeting was last night.
 - Create a talking point paper and a plan of where to begin to present as OAHU's public message. This message can be delivered to all locals by a member of the committee.
 - Lobbyist will have a formal position paper in 6 weeks and this will be added to the Role of the agent brochure.
 - Add the white paper to the website with sample letters for clients/individuals to go our website be able to write to their congressman or senators

2. **Goal Number 2 – OAHU will continue to be recognized within the legislative, regulative and public sectors as the authority on matters of health insurance.**
 - a. Letters go out to legislators
 - b. DAS
 - c. Operations Shouts
 - d. participated in Capitol Fly In
 - e. Involvement with ODI

But the consensus is that the association does not receive the respect that they deserve.

3. **Goal Number 3 – OAHU will grow its membership 20% within three years, from 789 members to 950 members.**
 - a. In 2007 we were at 789; 2008 696; 2009 670.
 - b. We are beginning a membership drive as of February 1, 2010 with a drip campaign.
 - c. Reach a goal of 700 by June 30, 2010
 - d. Local Retention Contest
 - e. Have a lapsed member list at each monthly OAHU board meeting for the board to review and assist if possible in bringing that person back in
 - f. Provide a \$250 incentive to the local membership chair that has the largest percentage of growth in membership between January 21, 2010 and July 1, 2010.

4. Goal Number 4 – OAHUPAC will have 100% participation from board and committee chairs in all chapters. Growing from \$23,000 to \$40,000 in five years.

- a. The OAHU board is at 100% board participation
- b. Local presidents will report at the February board meeting what percentage of their local board is involved in PAC.
- c. The board is considering tying OAHUPAC contribution to local reimbursements for attending CAP conference.
- d. Phone call blitz was completed with contacting all that had dropped of the monthly contribution with good success.
- e. OAHUPAC balance is \$8,138.85 as of December 31, 2009
- f. Designs and printed large OAHUPAC pull up posters for each local to display at all events to encourage contributions.

Next review of plan May 20, 2010