



OSAHU

2015-2016 OSAHU Strategic Plan

Mission Statement: The Mission of the Oklahoma State Association of Health Underwriters is to inform and protect the consumer by enhancing the professional growth of its members.

Vision Statement: To protect the future of consumer healthcare financing through education and advocacy while maintaining the highest standards of Ethics and Integrity.

Membership goals:

1) Maintain positive growth each quarter

- a.) Identify non-renewals by role- Agent/Broker, non-producer, GA, Carrier Rep, and reasons noted
- b.) Actively recruit new members thru Oklahoma Department of Insurance licensing data, continuing education seminars and monthly meeting guest attendees
- c.) Attend Regional VI Membership Training Workshop to gain new ideas on recruitment
- d.) Follow award criteria - keep up throughout the year

2) Maintain retention rate at 80%

- a.) Make Phone call to all members on the lapses lists on a monthly basis
- b.) send emails to our new member prospects and follow up with peer group phone calls

Awards goals:

1) Apply for NAHU Awards Presidential Citation, Website and Blue Ribbon, Gold Seal, and Legislative Excellence

- a.) communicate award criteria and timeline to board
- b.) attend awards meeting at regional VI meeting

Communications (OASHU) Newsletter

1) Keep the membership informed on association activities with articles to enhance Knowledge and member development.

- a.) Send all State communications to the locals to send to their members
- b.) To be sent as needed

Legislation – Legislative Excellence Award

- 1) Monitor bills in an effort to provide information to the consumer.
 - a.) Submit legislative updates to the communications chair on monthly basis
 - b.) Give updates on important legislation at the general membership meetings
 - c.) Encourage members to participate in **“Operation Shout”**
- 2) Keep membership informed on all state and federal legislative activities.
 - a.) Have day at the Capitol focusing on educating our politicians
 - b.) Regular HUPAC education/participation in program at the monthly membership meetings
 - c.) Follow award criteria – keep up through out the year
 - d.) Increase local HUPAC contributions

Media

- 1) Utilize media sources to communicate our message, expertise, effectiveness and issues
 - a) Send out press releases
 - b) Get op-eds and press releases published
 - c) Provide local media with expert sources on issues of importance to consumers
 - d) Help bring awareness to the consumer about using an Agent vs. Navigator