Strategic Plan
About ACH

ACH is the professional home for all those who are committed to improving communication and relationships in healthcare.

ACH accomplishes this through:

- Welcoming researchers, educators, clinicians, patients, patient advocates, and all members of the healthcare team.
- Providing opportunities for collaboration, support and personal and professional development.
- Identifying strengths, resources and needs of patients, their family members and healthcare professionals, both as unique individuals and in relationship to one another.
- Developing skills that integrate biological, psychological and social domains.
- Applying existing scholarship from multiple disciplines and developing new knowledge through research.
- Promoting collaborative relationships between clinicians and patients, teachers and learners, and all members of the healthcare team.
- Incorporating core values of respect, empathy and genuineness in human relationships and the importance of self-awareness in all activities.

Goal Statement

To enhance the ACH experience so that every member of our community finds value.

To create a culture and brand that reflect the organization we want to be.

To harness the power of technology to transform our organization and our work.

To create a financially sustainable organization that allows us to achieve and support our current and future strategic priorities.
GOAL 1:
To enhance the ACH experience so that every member of our community finds value.

WHY?
Better understand why people want to be a part of ACH.

Create a new member data capture strategy.

Develop "new member experience" plan to foster member development.

Develop more opportunities for engagement beyond conferences.

Develop a prospective member outreach / engagement plan.

GOAL 2:
To create a culture and brand that reflect the organization we want to be.

1. Identify, prioritize, and implement actionable tasks around the "ideal" ACH brand components.

Better understand what has led to our insular current state.

Develop a working plan and tool kit for interested members to volunteer.

Develop a growth strategy, processes and resources to support engagement.

Create customer/stakeholder identification and relationship matrix.

Create communication and marketing strategies / plans (print, digital) including the identification and targeting of key audiences.

Create a decision-making process and flow-chart.
GOAL 3: To harness the power of technology to transform our organization and our work.

- Explore how technology can improve our professional interactions; create a plan that utilizes technology to reach patients.
- Evaluate methods to enhance DocCom (platform, content).
- Ensure that future-focused, innovative and trends-related content is generated and included in our programs & communication.

GOAL 4: To create a financially sustainable organization that allows us to achieve and support our current and future strategic priorities.

- Identify and examine current revenue streams to strategize about current and future opportunities.
- Ensure that we have strong financial leadership and support.
- Prioritize our resource allocations.
- Integrate financial awareness into our communication plan.
- Develop and analyze two alternate cost structures (i.e. traditional, freemium).
- Decrease financial barriers to becoming a member or attending an event.

Contact Us

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