

Georgia Associations of Health Underwriters 2008-2009 Strategic Plan

Award Goals – Win the following awards by documenting all meaningful activities beginning July, 2008:

- Silver Seal Certification– review and accomplish by January 1, 2009
- Landmark – review and submit by March 31, 2009
- Legislative Excellence – review and submit by March 31, 2009
- Presidential Citation – review and submit by March 31, 2009
- William Flood Public Service
- Website Award

Budget Goals – Prove our faithfulness and solvency to our members by:

- Publishing the following on our website at www.gahu.org by January 1, 2009:
 - Approved State Budget – [Posted December 1, 2008](#)
 - State By-Laws – [Posted October 23, 2008](#)
 - State Policies and Procedures – [Posted July 1, 2008](#)
 - State Strategic Plan – [Posted December 1, 2008](#)
 - State Profit & Loss Financial Statement – [Posted December 1, 2008](#)
- Provide the following by January 1, 2009:
 - Directors and Officers Liability insurance for State Board –
[Done August 26, 2008](#)

Communications Goals – Implement State Newsletter by October 2008 –
[Done September 23, 2008](#)

Legislative Goals – The Legislative Committee to orchestrate the following:

- “Day on the Hill” Meeting – [Scheduled for January 27, 2009 at 11:30am](#)
- Meet with Industry Colleagues/Health Insurance Coalition Partners
– [Done September 22, 2008](#)
- Visit with State Insurance regulators and have dialogue – [Done July 22, 2008](#)
- Meet with area State Legislators and have dialogue – [Done July 23, 2008](#)

Membership Goals – The Membership and Retention Committees will orchestrate the following:

- Membership Growth – 10% net growth beyond current number => 841 members by April 30, 2009
- Retention – 85% of current membership by July 2009 (771 at start => 655)
- New Agent Outreach Program – **Implemented by January 2009**
- New Member Recruiting Contest – **Implemented by December 2008**
- Triple Crown Goal - Qualify the number of people allowed to achieve maximum award points (Goal 12). **Currently have 3 qualified.**

Media Relations Goals – April 1, 2008 through March 31, 2009

- List of local media contacts (goal 10). **Have 150!**
- Letters to the Editor (goal 20). **Currently 1.**
- Op-ed articles (goal 10). **Currently 0.**
- Press releases (goal 6). **Have 6!**
- Press hits (goal 10). **Currently 3.**
- Present NAHU's "Working with the Media" at Leadership Training – **Done July 22, 2008**
- Assist local chapters with "Health Industry Week"

Programs Goals – April 1, 2008 through March 31, 2009

- Create and Distribute Preferred Speakers List to Chapters – **Done July 22, 2008**
- Speakers Bureau created and placed on website – **Done July 1, 2008**
- Provide assistance to Chapters for filing State C.E. Credits – **Done July 1, 2008**

Leading Producer Roundtable Qualifiers Goal – Deadline – March 31, 2009

- Initiate campaign to encourage members to apply for LPRT
- Qualify the number of people allowed to achieve maximum award points (Goal 10) – **Currently have 0 qualified.**