

Georgia Associations of Health Underwriters
2007-2008 Strategic Planning Meeting
March 7th, 2008
Atlanta, Georgia

Focus: Areas to concentrate on for the next 6 months.

- 1. Engaging GAHU members in the process**
 - a. Newsletter to members to better communicate (developing concepts) – Gold Dome report
 - b. Ask members to communicate these developments to their clients.
 - c. Help members develop an elevator speech where they can describe quickly the value of an agent in the health care financing process.
 - d. GAHU will provide more education and keep members updated in legislative proposals as they occur. Wellness event and individual agent meetings.
 - e. Promote Broker 2 Broker to GAHU members
 - f. Ask every local chapter president to promote the use of operation shout.
- 2. Engaging our clients/employers in the process**
 - a. Monthly newsletter to clients via email or letter
 - b. Promote the value of being a member of GAHU
 - c. Promote value of the agent
 - d. Essay writing contest for children on how children can be healthy and the winner will get a large prize to be determined by the committee and their ability to raise funds.
- 3. Develop a statewide sponsorship program**
 - a. Start contacting vendors that give our members discounts
 - b. Contact the insurance carriers with a proposal that would include all local chapters as well as the state chapter
 - c. Contact non-traditional sponsors like hospitals, physicians, and pharmacies
- 4. Membership recruitment and retention**
 - a. Member call a friend program
 - b. Discuss connector or exchange sponsor and their offer
 - c. Promote the value of our legislative position of influence