

Helping Ohioans with  
Healthcare Benefit  
**Choices**



## 2020 Strategic Plan

### **Member/Board & Event meeting schedule for 2020:**

- **Member meetings:** March 12 (Leg Update/Cap Con review), April 14th (Spring products fair), June meeting with NEOAHU (TBD)
- **Board Meetings:** January 24, March 7, May 9, July 16, Sept 12, Nov 14, Dec 12 (only if budget not approved).
- **Products Fair:** April 14th at St. Luke's Hospital in Maumee
- **Membership social:** We will plan several social networking events within the next 12 months.

**Membership Goals:** To Recruit at least 10 new members in 2019. To retain 90% of membership as of 1/1/20.

**Ken Hall Scholarship:** Our goal is to raise \$1000 annually for this scholarship. We will again have a fundraiser at our products fair and continue to promote this scholarship on our website and in member communications / announcements. We award 1 or 2 Ken Hall scholarships annually depending upon fundraising. The scholarship covers registration, travel, ½ of a hotel room and a per diem meal allotment.

**Budget:** Our 2020 budget was adopted December 19, 2020.

**Value Proposition:** We need to continue to provide more value to get members engaged.

### **Ideas include:**

- Ken Hall Scholarship
- Advocacy with legislators (Day at the Statehouse/Cap Con)
- Social Media Presence
- Compliance Corner Blog