



CSHSMD

Carolinas Society for Healthcare Strategy & Market Development

STRATEGIC PLAN 2013

MISSION

To provide excellent education and networking opportunities for professionals involved with healthcare strategy and market development in the Carolinas

VISION

To be recognized as a unique and indispensable education and networking resource by healthcare strategy and market development professionals working in the Carolinas

STRATEGIC PRIORITIES

MEMBER ENGAGEMENT

To become a member-driven organization

EDUCATION

To provide value-added education targeting a broader audience

MEMBER & SPONSOR RECRUITMENT & RETENTION

To create a sustainable organization

ACTION ITEMS

1. Actively increase committee membership
2. Develop a plan to improve networking event structure
3. Facilitate member engagement at events
4. Actively engage Board alumni
5. Survey membership yearly
6. Develop and maintain relationship with SHSMD

1. Hold a Spring & Fall conference annually
2. Evaluate feasibility of online forums
3. Evaluate feasibility of regional events
4. Hold webinars in 2013 & 2014
5. Complete conference evaluations

1. Manage member and sponsor database
2. Recruit members at non-participating hospitals
3. Cultivate new members
4. Evaluate role of sponsors
5. Execute annual sponsorship drive

METRICS

1. 15 active committee members annually
2. Four networking events annually
3. Establish Board alumni event in 2013 (with sponsor for event)

1. 100 paying attendees at the Spring Conference and 75 paying attendees at the Fall Conference
2. Complete feasibility study for online forums and regional events by 6/30/13
3. Complete Spring & Fall Conference evaluations
4. 1 webinar in 2013, 2 in 2014
5. Net \$7,500 on each conference

1. 150 active members
2. Maintain an accurate membership and prospective member database
3. Develop a recruitment and referral plan
4. Establish sponsor task force
5. Raise \$35,000 in sponsorships annually
6. Evaluate corporate membership options

CORE STRATEGIES

Customer Service

Financial Stability

Administration

Value