



NATIONAL HEALTH COUNCIL

## Strategic Plan 2011-2013

### — Mission —

The mission of the National Health Council is to provide a united voice for people with chronic diseases and disabilities.

### — Vision —

We envision a world in which all people receive health care that meets their personal needs and goals.

### — Goals —

- To improve the health of all people
- To increase support for health research
- To strengthen the community of patient advocacy organizations

### — Values —

- Trust, collaboration, inclusiveness, and empowerment guide all aspects of the National Health Council's interactions among the diverse sectors of the health community.
- We operate with integrity, transparency, and honesty.
- We are patient-focused and forward thinking, every mindful of our mission to provide a united voice for people with chronic diseases and disabilities.

### — Strategic Goals —

The National Health Council continues its multi-year evolution to make the NHC an organization with lasting endurance. The 2011-2013 Strategic Plan focuses on two core strategic goals:

1. We will produce exceptional, tangible results in our public policy work, our trade association work, and our internal affairs as we deliver on our mission to provide a united voice for all people with chronic diseases and disabilities and their family caregivers.
2. We will strengthen the NHC emotional brand and enhance the value of the Council's work for patient advocacy organizations, non-profits with an interest in health, professional societies, the health care business and industry sector, policy makers, sponsors, and the media.

**Key Priority #1 – Advance patient-focused care, health research, and the patient advocacy movement through the development of targeted public awareness and advocacy initiatives.**

- 1.1: Prioritize NHC's policy agenda on an annual basis to make best use of NHC and member organization resources.
- 1.2: Effectively implement the NHC's policy agenda and initiatives on an annual basis to ensure the delivery of quality care for patients.
- 1.3: Prioritize and support the work of international patient-focused care activities on an annual basis.

**Key Priority #2 – Strengthen the value of the National Health Council to its stakeholders by enhancing the NHC's emotional brand.**

- 2.1: Initiate a program to strengthen the NHC brand to select stakeholders, including members and nonmembers, policy makers, the media, and NHC sponsors.
- 2.2: Increase awareness and understanding of NHC initiatives and successes.
- 2.3: Create and implement a plan to measure the NHC's outreach and brand promise recognizing distinct outcomes.

**Key Priority #3 – Help grow the ability of patient advocacy organizations (also known as voluntary health agencies or VHAs) to meet their missions and support the mission of the National Health Council.**

- 3.1: Assure that all VHA members achieve the Standards of Excellence™ Certification Program.
- 3.2: Enhance the organizational effectiveness of member VHAs.

**Key Priority #4 – Enhance the capacity of the National Health Council to meet its mission.**

- 4.1: Assure that the NHC's budget and other resources are sufficient and clearly aligned to accomplish the strategic plan.
- 4.2: Build the NHC's net assets/reserve fund.
- 4.3: Increase organizational diversity and representation across health sectors.
- 4.4: Monitor the implementation of the strategic plan to meet its three-year goals.