




# National Health Council (NHC) 2019-2021 Strategic Plan

Focus Areas/Goals	Strategies	2021 Outcomes
<p><b>Public Policy</b></p>  <p>Promote increased access to affordable, high-value, sustainable health care.</p>	Identify broad systemic health policy needs.	People with chronic diseases and disabilities have a united and impactful voice in systemic health policy discussions.
	Engage member organizations to prioritize specific public policy issues.	The most relevant and important access and innovation policy issues affecting the patient community are addressed.
	Address the rapid acceleration of barriers to access and cost shifting to patients.	More people with chronic conditions have increased, secure access to affordable, high-value, sustainable health care.
<p><b>Membership</b></p>  <p>Grow an engaged, patient-centered, multi-stakeholder membership that is representative of the health ecosystem.</p>	Maintain VHAs as core members and decision makers in a multi-stakeholder organization.	The united voice of people with chronic diseases and disabilities is amplified within the health ecosystem.
	Grow and engage membership base with a dual focus of accomplishing policy goals and increasing membership revenue.	Systemic policy issues that are most important to people with chronic conditions are addressed through a supportive and representative group of stakeholders.
	Address member needs through appropriate programming.	NHC members are better able to serve their constituents by applying what was learned through NHC's innovative programming.
<p><b>Strategic Communications</b></p>  <p>Enhance brand awareness and engagement among key audiences.</p>	Clarify and promote NHC's value proposition for key audiences.	Key internal and external audiences embrace and utilize NHC messages to describe the NHC value proposition and create meaningful change.
	Elevate the value of the NHC to existing and other key audiences through a strategic communications and marketing program.	Key audiences understand and place a high degree of value on NHC's role in advocating for patient-centered public policy agenda.
	Drive the visibility of the NHC's advocacy actions and accomplishments through a coordinated communications plan.	The systemic needs of people with chronic conditions are better understood by key audiences within the health ecosystem.