

Date: February 2008
To: Regional Policy Boards
Subject: AHA Strategic Planning

Objectives

- 1) To review the 2008–2010 AHA Strategic Plan.
- 2) To gain input and insights as the Association launches its next three-year strategic planning process.

Background

The AHA Strategic Plan reflects an Association committed to a number of important strategies on behalf of its membership and the field, while seeking to strengthen its operational effectiveness. The 2008–2010 AHA Strategic Plan provides a roadmap for the organization over the next three-year horizon and includes financial plans that support the Association’s mission and proposed strategies and priorities.

The AHA Board of Trustees approved the 2008–2010 plan in November, asking that the plan and overall process employed to develop the plan be shared with Regional Policy Board and Governing Council and Committee members.

Members are asked to review the strategic plan prior to the meeting.

Discussion

In preparation for the next planning cycle, we are seeking to identify emerging health care related trends and issues. After the presentation, your insights on the following will be requested:

- 1) Over the next three years, what are the major trends and issues you anticipate having to address in your local market(s)?
- 2) At a national level, what emerging trends or issues would you like to learn more about?

Gene J. O’Dell
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