**MHCA Member Survey Highlights**

**Below are results from the Member Survey that are applicable to the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis we will do at the retreat. The survey results are also included in the Board Portal.**

**What does MHCA do well** (Strengths)?

* Highest Utilization
  + Education 86%
  + Region Meetings 79%
  + Annual Mtg 74%
  + RCTC 64%
  + Nurse Consultants 57%
* Greatest Importance
  + Informer 4.53/5
  + Education 4.32/5
  + Regulatory Advocacy 4.26/5
  + Legislative Advocacy 4.14/5
  + Nurse Consultant 4.11/5

**Opportunities for Improvement** (Weaknesses and Opportunities)

* Least Importance
  + Desired Career Center (18 of 18)
  + Employment Law Line (17 of 18)
  + Advocacy Center (16 of 18)
* Opportunities for Improvement
  + Lower cost education
  + Enhance RCTC (more up-to-date)
  + More regulatory support (resources, toolkits, templates)
  + More advocacy (regulatory and legislative; perhaps need to promo our work more?)
  + Enhanced Region Meetings
  + Be more forward thinking (e.g. payment reform)