**Goal:** Enhance Member Value

Strategy 1: Increase Member Resources

* + Redesign teams to align with organization evolution
  + Increase Utilization of the nurse consultants
    - Mock surveys
  + Onsite expert assistance
  + Business start-up program
  + Home care certification program
  + Build proof with data on why MHCA is valuable

**Regions**

* + Asking the “why” region meetings are valuable- networking or virtual
  + Added staff member for legislative and grassroots
    - Could work with each region
  + Staff develops region agenda
  + Increased region changes (education and encourage advocacy there)
  + Invite guests to region meetings (legislators, leg team, membership team, SRA team, board)

**Resources**

* + Identify needs and develop more resources (tool kits, manuals, templates)
  + Onboarding of employees with MHCA information (one pager)
  + Accessible information available “on demand”
  + Provide (as a product) handbook, templates, checklists for members to make regulatory and legislative compliance easier
  + Information = tools and templates to members (advertise members have less citations due to tools, etc)
  + Tools/resources for quality indicators, EPP, OASIS-D, etc.

Strategy 2: Increase accessible education

* + Create multiple lower cost education offerings
    - Webinars (no travel or food costs)
    - Bite size updates on regulation, reimbursement, legislation (3 things you need to know)
  + Education methods mixed (in-person, web-based, on-demand, simulation)
  + Online education enhancement
    - Evaluate RCTC/options
    - Revenue share with Curaport
    - Lend expertise to RCTC for discount
    - OASIS modules in package
  + Quick access to information and answers
  + Accessible meetings or virtual (multiple locations state wide)
  + Education and continue to query members so we align educational options with member needs
    - Provide education
    - Strongly encourage different agencies to participate
  + Postcards
  + Incentives
  + Office Hours at Annual Meeting (Nurse Consultants, Advocacy)
  + Content Calendar
  + Broaden faculty and topics
  + Recognize advisory group at AM
  + Interactive
  + Required training with recommendations (document)

Strategy 3: Leverage Technology

* + Redesign website with members in mind
    - Take away credit card fees
  + Social Media
  + App

Strategy 4: Utilize Collaborations to increase value

* + State Associations
  + MNHPC?
  + Vendor/Affinities
    - AAA
    - Oil Changes
    - Gas Discount
    - Tires/rotations (car products)
    - Phones/plans
    - Spas
    - Gym Memberships
    - Medical Supplies

Strategy 5: Strengthen Membership

* + Consider membership tiers; basic (no free education), gold (x free education), platinum (all free education)
  + Identify potential alliances