**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