



Strategic Plan Refresh 2022

Mission Statement: Promote, advance and protect the highest quality health care at home		
Vision Statement: Be the leading and unifying voice for home care and hospice		
Foster Innovation in Public Policy, Technology, Business Practices, and Clinical Practices	Enhance Member Relations, Experience, and Value	Elevate the Image, Awareness, and Effectiveness of Care at Home
Strategic Goals: Assert NAHC as the unifying and convening voice for care in the home	Strategic Goals: Expand the culture of transparency, engagement, and ownership in the Association.	Strategic Goals: Secure healthcare at home as an essential service within the healthcare delivery system
Advance NAHC as the leader on innovation in care delivery models, clinical practice, and payment policy	Integrate evidence-based practices in NAHC operations to promote continuous quality improvement in member services	Position healthcare at home as a meaningful career destination
Expand NAHC's public policy, advocacy and lobbying efforts	Empower, activate, and amplify member advocacy in public policy	Brand the breadth and depth of the value of healthcare services in the home
Advance technology and analytics as resources for innovation	Cultivate leadership opportunities with equity for a diverse membership	Promote the superior clinical performance of health care at home.