



## NWHPEC Board of Directors Strategy Planning Session

May 13, 2020

**Present:** Rick Alvarado, Jennifer Ayers, Richard Carroll, Josh Collins, Dale Gehring, Theresa Mills, Alex Thomason, Frank Twardoch,

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We need to innovate, adapt and adjust our delivery methods (and content) so that we are valuable to each members' decision maker.

**Diagnosis:** The most important thing to tackle this year is...

The COVID-19 pandemic is putting financial pressure on our members while simultaneously taking away our traditional form of engagement through in-person interactions.

**Guiding Policy:** The approach we are going to use to tackle it is...

Digital engagement with decision makers – focusing our offerings on practices to help them successfully navigate the current environment. NWHPEC membership needs to be seen as a resource for recovery rather than a cost to be eliminated, especially when it comes to membership renewal.

**Our Coherent Actions to support this are:**

### Develop relevant offerings

- Experimentation over a shorter time horizon.
- More of our traditionally FREE offerings.
- Kick-Ass speakers willing to do virtual forums at competitive rates.
- We can leverage much of our current content of Problem Solving, Developing People, Solving Problems and Igniting Innovation; framing it up for the current situation.

### Communicate our message

- Communicating our message/value consistently, especially as it pertains to navigating COVID.
- More direct connections and actively reaching out.

### Target key stakeholders

- Targeting top leadership and admin who make decisions and have virtual resources.
  - Staying relevant with manufacturing by introducing our members to technology
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