



THE HUMAN SIDE OF HEALTHCARE

Strategic Plan | 2012-2014

MISSION: To advance the human side of health care, the American Society for Healthcare Human Resources Administration (ASHHRA) leads the way for highly effective, valued, and credible leaders.

OUR VALUES: *People...Integrity...Leadership...Diversity...Collaboration...Excellence...Innovation*

Be the first choice for health care HR knowledge

Act as a source for the Health Care HR community

Be a trusted and dependable resource

Offering quality services that develop the health care HR profession

Link a diverse and expansive health care community

Engage, diversify, and enhance membership

Be the leader in health care HR workforce policy, advocacy, and best practices

Increase reliability and visibility in the health care community