



- Vision:*** Be the leaders in health care Human Resources workforce policy, advocacy and best practices
- Values:*** Trust, People, Integrity, Leadership, Diversity, Collaboration, Excellence, and Innovation
- 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.

## Strategic Plan 2014 - 2016

### Diversify and Expand the Membership

- o By teaching the business of health care through workforce and organizational practices to leaders and professionals who have strategic and functional responsibilities.

### Be the Workforce Expert in Health Business Knowledge

- o Assess current market needs
- o Measure success of current programs
- o Define value proposition for future offerings.

### Develop Intentional and Mutually Beneficial Relationships with Key Partners

- o Formalize to achieve strategic long-term value and revenue opportunities
- o Based on ROI measures, including reducing costs, improving health care experience, and improving the health of the populations we serve.

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