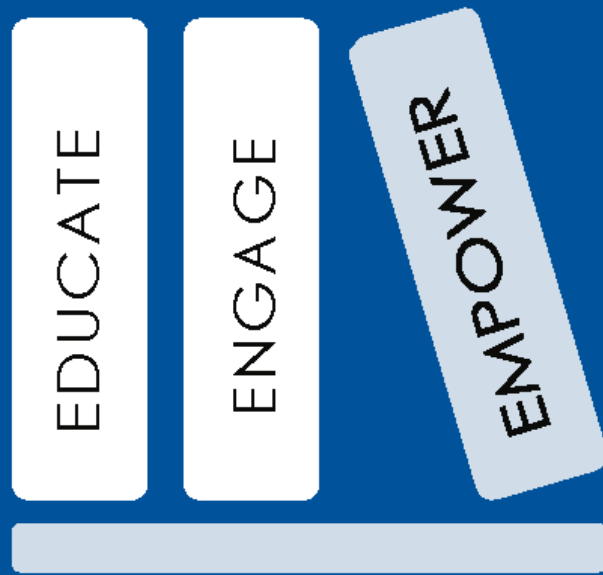


NATIONAL ASSOCIATION OF HEALTH UNDERWRITERS



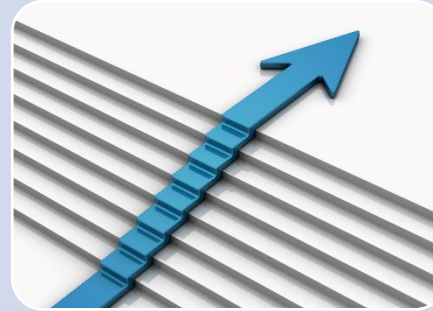
THE POWER OF STORY

2022 NATIONAL CONVENTION

Goal 1 – Changing Customer Expectations



Better understand the needs and expectations of healthcare purchasers, consumers and members.



Conducted all-member survey to gather the needs and expectations of NAHU members.

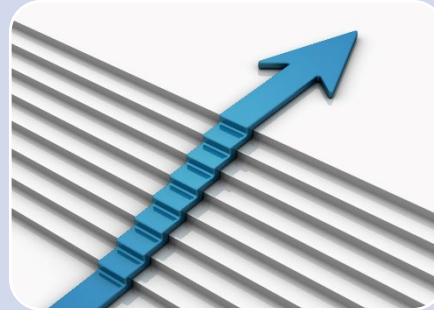


Act on survey findings to better serve existing members and recruit new ones.
Pulse surveys each month – due by 15th

Goal 2 – Mergers & Acquisitions



Increase members' knowledge of healthcare industry mergers and acquisitions – and encourage adoption of best practices.



Created educational materials, webinars and magazine articles to enable NAHU members to make well-informed decisions for themselves and their clients.

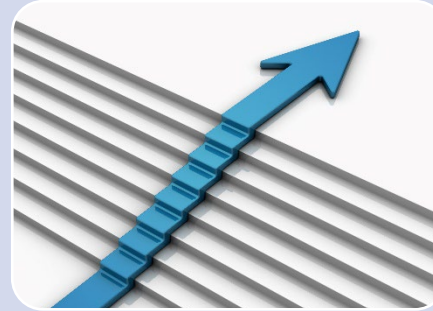


Continue to build out M & A resources, including a web portal, buyer's guide and additional webinars.

Goal 3 – Changes to Member Compensation



Identify and communicate broker compensation challenges, opportunities and industry trends.



Gathered state-by-state broker compensation rules and created “Path from Commissions to Fee-for-Service,” as an educational course designed to keep members in compliance and provide tools to grow their business.

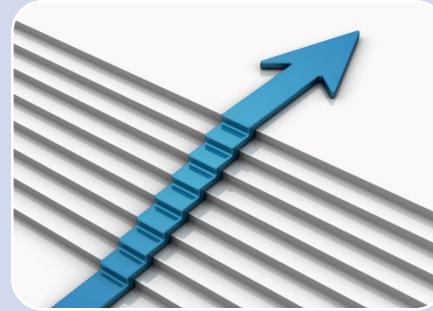


Finalize compilation of state-by-state broker compensation rules.

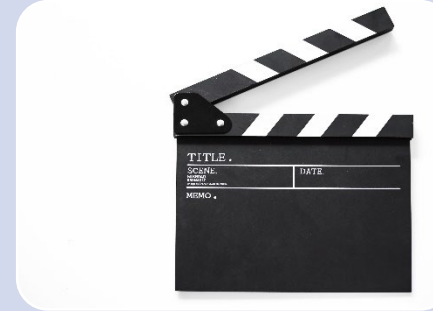
Goal 4 – Employer Market Issues



Create communication materials on industry and demographic trends with a focus on benefits programs and solutions that meet the needs of NAHU members and consumers.



Identified how changes in the workforce will affect modifications to the public option and the Affordable Care Act (ACA).



Draft various white papers and update information on various policy issues, including ACA reporting, PBMs and prescription drugs, mental health parity and the public option.

Goal 5 – Technology



Evaluate and prioritize technological areas where NAHU can deliver greater value to members.



Created a national technology committee and compiled a list of technological needs.
Distributed RFP.

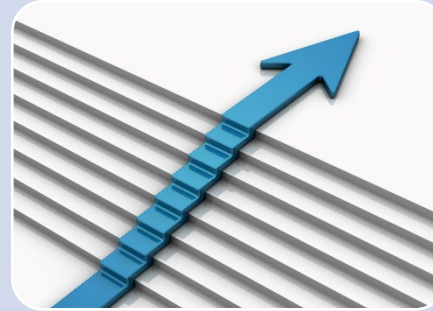


Reviewing RFP responses to prepare recommendations for the BOT/staff.

Goal 6 – Major Health Policy



Develop procedures for delivering timely and comprehensive communications to members regarding major health policy.



Identified state-based information to track and created an interactive state-by-state map.

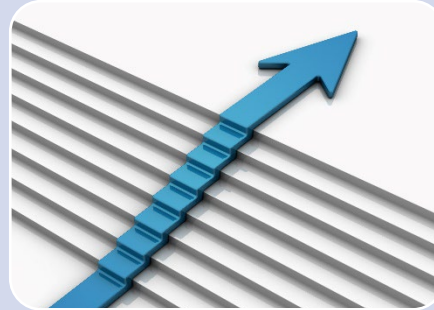


Finalize interactive state-by-state map and refine process for establishing policy priorities.

Goal 7 – Organizational Changes



Reevaluate NAHU's mission, vision and values. Develop strategies for improving chapter effectiveness.



Redesigned NAHU's national committee structure to improve collaboration and better align with NAHU's vision and mission.



Create survey for small chapters. Analyze operational and demographic information for chapters.

Thank you

To all those that have contributed your time, talent and strengths to this HUGE project – know you are appreciated.

To those that want to get involved in the future, please reach out to Kelly at kloussedes@nahu.org or 703-496-0624.