



## **Florida Association of Health Underwriters**

### **Who We Are**

FAHU is a non-profit organization of insurance professionals dedicated to serving the public by strengthening the insurance marketplace, advocating for effective legislation, ethical leadership and professional standards, and by educating our members and the consumers they serve.

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#### ***FAHU's Mission Statement***

**FAHU's mission is to protect the consumer's future. To accomplish our mission, we will strengthen the insurance marketplace by advocating effective legislation, ethical leadership and professional standards, and by educating our members and the consumers they serve.**

#### ***FAHU's Vision Statement***

**Every American will have access to private sector solutions for health, financial and retirement security and the services of insurance professionals.**

# Strategic Goals and Objectives

**Goal #1 – Local Health Insurance Professionals will view membership in FAHU as essential.**

*Strength is in numbers, and that is no exception for our industry. It is our obligation to do everything in our power to expose those in our profession to the highest possible ethical standards and business services so that the public receives the best possible service from our industry. We must hold our profession to the same standards of other professionals, such as doctors, attorneys, and CPAs who are expected to join their professional associations. FAHU will be a “must join” association for those in our profession.*

**How will we do this?**

- **We will effectively communicate the value of membership to both our current and future members. We will do this by:**
  - Designating the media chair or hire an external expert vendor to create social media profiles and help manage appropriate content
  - Participating in high school and college career fairs and job events.
  - Utilizing search engine optimization capabilities to ensure appropriate communications are accessible.
  - Inviting non-members and students to board meetings and association events.
  
- **We will target the next generation of insurance professionals, not only as an act of inclusion into the industry, but to tap into a different model of thinking:**
  - Offer internships – partner with Vanguard program on how to attract and train interns
  - Develop a robust mentoring program with accountability
  - Increase FAHU’s social media presence
  - Use targeted messaging and campaigns using a mentor like approach. “How to grow your business from those who have seen the most success in the industry”
  - Create a scholarship program to attend national events, like Capital Conference
  - FAHU members to be guest lecturers at local colleges
  
- **We will focus efforts on recruiting a well-rounded balance of Florida insurance professionals, by targeting each specific demographic by specialty (such as: Medicare, Large and Small Group, Individual, Worksite producers and affiliated industries)**
  - Provide specific educational events, such as the Medicare Summit
  - Encourage completion of certification programs specific to different lines of business
  - Develop stand-alone programs that are segment specific topics to gain new membership
  - Use symposium programming as a way to include all segments/specialties of the industry

## **Goal #2- FAHU will be known as a place of inclusion**

*Inclusive leadership establishes standards for business practices and creates a professional environment that encourages and enables individuals to contribute to their fullest potential.*

### **How will we do this?**

- **Alternate state board meetings to at least four different local chapters per year**
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- **Better communication strategy and follow through**
  - Send and create annual legislative summary to prospective and lapsed members, including community and service highlights
  - Include FAHU highlights on social media platforms
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- **Distribute state level shout outs to prospective members, to encourage participation**
  - Utilizing all distribution channels for communications – web, social media, email, etc.
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- **Get involved with and present at minority associations, i.e., Chambers of Commerce and various other networking groups**
  - Create a capabilities presentation from all industry segments (also utilizing all distribution channels – web, social media, email, etc.)
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**Goal #3- FAHU will increase involvement with local Florida chapters.**

*When FAHU has engagement and a strong relationship with all of Florida's local chapters, the Florida delegation as a whole becomes stronger and more successful. Healthy engagement helps create strong succession lines, helps in retention efforts, promotes feelings of inclusion and provides a stronger advocacy voice to affect proper legislation and regulation.*

**How will we do this?**

- Invite the local chapter presidents to join a FAHU committee
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- Committee chairs should look to recruit committee members from each of the different chapters.
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## **Goal #4 – Provide an atmosphere where every emerging leader can find their “why” and follow their passion.**

*Creating an environment based on obtaining personal goals and rewarding next level thinking, will continue to build on the long line of success of FAHU. This kind of personal nurturing helps build succession and continuity, keeps the association relevant in its assumptions and attracts new talent to the chapter and industry as a whole.*

### **How will we do this?**

- **Make a cognizant effort to identify emerging leaders with the state and local chapters.**
  - Board members being aware and making identifying new leaders a part of their goals helps this to be successful; keeping a lookout for these members and inviting them to participate should breed future involvement
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- **Find “hot buttons” within these members, i.e. passions**
  - Use targeted messaging into one on one conversation with these potential leaders
  - Could use member surveys to identify areas of interest.
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- **Use chapter meetings as a way to promote engagement**
  - Ask attendees if they’re able to assist with specific projects to identify passions or interests.
  - Reach out to guests who have attended, but are not currently participating on a higher level
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## **Goal #5 – Develop strong, quality leadership at the chapter level**

*Nurturing and building quality leaders at the chapter level, will ensure successful succession planning and ensure a high level of engagement for future state/regional/national roles.*

### **How will we do this?**

- **Using our website and communications, use emotionally effective descriptions of the benefit of participation.**
  - Include language to the professional, ethical understanding and legislative impact on clients and how to use that information to gain new clients; essentially showing that participation equals professional opportunity.
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- **Use Professional Development programming, including leadership training as a way to promote engagement and next level thinking.**
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