



OAHU Strategic Plan 2018 - 2021

Goal 1 - Enhance the value of OAHU to attract and retain new members

- A. Identify new members
- B. Improve communication to members on the value of membership
- C. Identify other sources for new members

Goal 2 – Continue to be the expert helping Ohioans with health care benefit choices

- A. Provide agents with information on products other than health care
- B. Communicate that OAHU members are the experts in the industry

Goal 3 – Develop a fiscally responsible budget

- A. Maintain Fiscal responsibility
- B. Continue to review additional sources of income