



OAHU Strategic Plan 2022

Goal 1 - Attract and retain new members

- A. Identify and reach out to potential new members
- B. Improve communication to members on the value of membership
- C. Identify sources for new members
- D. Membership campaign for current members to recruit new

Goal 2 – Continue 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
- C. Make HealthBenefitsOhio website a valuable source of information

Goal 3 – Develop a fiscally responsible budget

- A. Find new sources of non-dues revenue