

Ohio Association of Health Underwriters (OAHU)
Quarterly Review of Status – OAHU Strategic Plan
January 22, 2009

1. Goal number 1 -- OAHU will develop additional communication tools to inform and educate our members and the public.
 - Improved website (a work in progress) which now includes:
 - Leg Update
 - All OAHU approved CE's
 - Board minutes/financial/P&P's/Expense Report forms/bylaws
 - Leg announcement sent via email each week
 - Printed Role of the Agent brochures – sent out with letter from OAHU President to all Ohio members – (offered additional brochures at no cost) – sent out 2050 brochures to 21 members.
 - Next step is to get the word out about OAHU. What does A Single Payor system mean?
 - P & P to be considered about offering OAHU CE to non-OAHU groups. This will allow members to take CE's like the Single Payor, Connector and Healthy Access and provide to groups outside of OAHU.
 - Tim Barhorst also working on a media relations campaign to present information about health care reform topics to Chambers, Kiwanis, and other similar groups.
2. Goal number 2 -- OAHU will continue to be recognized within the legislative, regulative and public sectors as the authority on matters of health insurance
 - This is being completed with the letters going out to all legislators
 - DAS
 - Involvement with ODI
3. Goal number 3 -- OAHU will grow its membership 20% within three years, from 789 members to 950 members.
 - Last year 789/as of 12/31/08 696
 - 196 lapsed
 - 12 new members in December
 - Discussed status of potential member listing and possible statewide member's solicitation campaign.
4. Goal 4 - OAHUPAC will have 100% participation from board and committee chairs in all chapters, growing from \$23,000 to \$40,000 in five years.
 - Communicated to local Boards the importance of 100% Board participation in the PAC contributions.
 - Meetings with non-member large agencies and carriers on the importance of participation
 - Work on this will begin with phone blitz

Next Review of plan -
May 21, 2009