



# 2018 Strategic Plan

Positioning MHSCN for sustainability & success

MNESOTA HEALTH STRATEGY  
and COMMUNICATIONS NETWORK

The MHSCN Board has spent considerable time and effort throughout 2017 and 2018 surveying our members, researching the market and reflecting on if and how our organization is meeting the needs of our membership. Part of our work has been focused on determining whether MHSCN is still relevant and if so, how we need to adapt in order to sustain our existence. This document represents the final outcome of our work and will be used to guide MHSCN as we head into 2019 and beyond. Special thanks to the board for their efforts on this important project.

## Part 1: Redefining Our Vision & Mission

The following updated versions of the MHSCN Vision & Mission statements are proposed:

### Vision

We will develop and provide the resources and opportunities to foster a growing, dynamic and engaged community of healthcare marketing, communications, public relations, and strategy professionals recognized for their unique and valued role of driving results-oriented initiatives in Minnesota's healthcare community.

### Mission

We work to advance the success, professional development, effectiveness, and visibility of Minnesota's healthcare marketing, communications, public relations and strategy professionals.

## Part 2: Defining Our Objectives, Strategies and Goals

The following objectives have been defined along with strategies & tactics to achieve them.

### Objective 1: Foster Engagement & Value for All Members

Strategy: Establish regular networking, service and virtual learning opportunities for members.

Tactics:

- Host regular networking lunches
- Create a service committee that hosts service project events that allow members to just engage with each other on a personal level, not just professional
- Create virtual opportunities for rural members

**Strategy:** Seek opportunities for members to take ownership in spreading the word about MHSCN

Tactics:

- Create a membership referral program
  - Professional members receive \$10 off per referral, up to 3 referrals.
  - Consider student and sole practitioner membership levels and referral programs
- Create membership ambassador program for rural areas to encourage rural members to connect with each other
  - Ambassadors receive some sort of membership discount/benefit?

**Strategy:** Look for opportunities to build stronger relationships with healthcare service and communications organizations in the community

Tactics:

- Attend trade shows/networking events of other organizations with a MHSCN table/booth
- Connect with HR at hospitals/clinics across MN with MHSCN information to share with communication staff

## **Objective 2:** Expand Awareness & Visibility of MHSCN in all Healthcare Industries

**Strategy:** Seek for opportunities to connect our members with sponsor organizations and partner with segments of the healthcare service and communications continuum that are not currently well represented within MHSCN.

Tactics:

- Develop roundtable of tips and tactics for the freelancer or solo practitioner to receive added visibility/resources
- Seek out relationships with medical device industry representatives to look for mutually beneficial relationships (Medtronic, Boston Scientific)
- Explore mutually beneficial relationships with advocacy organizations that have patient facing communications (American Heart Association, American Cancer Society, American Diabetes Association)
- Develop forums (live and digital) for sponsors to present emerging technology applications to our members

**Strategy:** Develop relationships with educational institutions that are actively training the next generation of marketing and communications professionals

Tactics:

- Look for opportunities to develop education and recruitment programs for the University of Minnesota, St. Thomas and other higher education institutions to recruit new members
- Explore mentoring opportunities for new professionals entering healthcare communications and marketing roles

**Strategy:** Maximize use of digital tactics to expand awareness & visibility of MHSCN

Tactics:

- SEO audit of website

- Facebook ads and boosting of selected FB posts
- Keyword analysis: how are people searching for our website? What search terms do our competitor sites use (e.g., IABC, PRSA, MMGMA)
- Explore purchasing search ads
- Short video intros for solo practitioners on website
- Potential to invite a sponsoring business partner to work with us and use results as a case study blog/ networking session program

### **Objective 3:** Help Members Advance Knowledge & Practice

Strategy: Promote SHSMD content and learning opportunities to MHSCN members

Tactics:

- Integrate SHSMD learning opportunities on our website
- Communicate opportunities to utilize SHSMD tools through our website, blog, newsletter and social channels
- Conduct survey of members who have utilized SHSMD resources and publicize results and testimonials

Strategy: Develop regular annual educational conferences that deliver high need content to address the challenges and goals of our members

Tactics:

- Create two conferences annually with content that reflects the changing communications technology and the emerging needs of our members
- Work with sponsors to develop highly relevant exhibitor content for our members

Strategy: Leverage sponsor expertise through the use of case studies and white papers delivered on our website and through our blog

Tactics:

- Create a sponsor communications plan to map opportunities to distribute relevant information to our members
- Utilize sponsors as subject matter experts for networking events

## **Part 3: Optimizing our Organizational Structure**

The structure of MHSCN must be aligned in order to meet the vision, mission & objectives of the organization. After exploring current & potential structure models, we propose the following:

**Objective:** Provide the organizational support needed to accomplish MHSCN's vision, mission & objectives.

Strategy: Define and maintain a board of the size and structure for optimal organizational efficiency

Tactics:

- Establish Board of 13 members. Preference for at least two members from outstate at all times if possible. Divide board into three core work groups. Seek non-board-member committee level involvement to carry out the full work of each committee.

- **Board Administration & Governance**- responsible for chapter business & finances, board member recruitment, nominations, orientation and training, and vendor/sponsor relations. Members to include executive members of the board: President, President-Elect, Past President, Secretary, Treasurer.
- **Member Engagement & Professional Development** – responsible for conference planning, educational and networking events. Membership to include four at-large board members.
- **Membership, Communications & Recognition** – responsible for member recruitment & retention, chapter communications and member recognition programs. (This committee is charged with determining whether to continue with the MHSCN Award of Excellence program or revamp to another recognition program). Membership to include four at-large board members.

**Strategy:** Utilize internships as a long-term and ongoing chapter support resource through St. Thomas or other university.

Tactics:

- Maintain relationship with Professor Michael Porter
- Establish relationships with other schools & universities deemed a good fit for MHSCN

**Strategy:** Maximize resources available to us as a SHSMD Affiliate Chapter

Tactics:

- Achieve and maintain affiliate chapter status
- Incorporate SHSMD programming into MHSCN's core offerings
- Include SHSMD speakers and exhibits at MHSCN Conferences

#### **Part 4: Measuring Our Success**

It will be important to establish clear and measurable markers of our effectiveness at achieving our vision & mission. Initial organization-wide goals for 2019 are proposed below. Each committee will be asked to identify one to two measurable goals for 2019 at the January organizational meeting.

1. Create a budget to guide financial decisions of the board and to maintain a fund balance equal to or greater than \$10,000 in order to fund the activities of the chapter and to maximize the chapter funds to the greatest benefit of our members.
2. Complete all requirements of SHSMD Chapter Affiliation and complete and submit all reporting documents to SHSMD within deadlines.
3. Host at least one service-focused networking event with a goal of at least 10 participants who are not board members.