
**AHRMM Strategic Planning Meeting and Board Meeting Overview
February 7-8, 2019**

Strategic Planning Meeting

- Robert Taylor, AHRMM Chair, welcomed everyone and shared how in the midst of many disruptors within health care, it's imperative for AHRMM to remain relevant. This can only be done by systematically looking at everything the association does and strategically driving decisions and outputs. The diverse group, which included current and past Board Members, past Board Chairs and Presidents, current members representing both providers and affiliates, young professionals, and Chapter leaders, assembled for AHRMM's Strategic Planning Meeting for this purpose.
- Facilitators guided the group through several activities which focused on compensatory behaviors and the important role of paradigm shifts, serendipities (remixing ideas) and unique insight play in planning for an outcome. This included a discussion regarding predictable biases, automatic simplicity, trusted cues and patterns and human instinct. A discussion ensued about factors that go into human's decision making process and the powerful role data can play in effectively predicting, planning and interpreting the future outcome.
- The group was asked for key things from the morning session. The goal was to view the information through the lens of AHRMM. Many ideas were discussed; however, reoccurring themes included:
 - A catalyst is needed in order to evolve. AHRMM's catalyst could be the need to find the solution for where health care is going and the what is needed to remain effective
 - Does AHRMM recognize or celebrate innovation and best practices as much as it should?
 - Is AHRMM meeting the needs of its members and the health care supply chain professional?
 - Re-evaluating membership models; including looking at further collaboration among supplier partners
 - How do we make AHRMM a place that the young professionals join?
 - AHRMM needs to be the organization that is "solving" health care challenges, which will lead to AHRMM being the leading health care organization in the field
- It was discussed how there is a need to drill down to find the high level actions required to execute AHRMM's Envisioned Future. After reviewing AHRMM's Envisioned Future there was a breakout session where groups were tasked to identify the top 2-3 actions items that would be needed to achieve the Envisioned Future. The major themes included:
 1. The need for standards/metrics for the field
 2. The importance of the Cost, Quality, and Outcomes (CQO) Movement continuing and the role of Clinical Integration (CI)
 3. Refresh and revitalization of current educational information
 4. Collaborating with other organizations
 5. How can AHRMM be the organization that helps to solve health care problems?
 6. Position AHRMM as the home for innovation and the single source of truth

- On the second day of the Strategic Planning Meeting, Mr. Taylor stated the goal of the day is to close out the conversation by: 1. turning reoccurring themes that surfaced into actionable items 2. Hearing from each Strategic Planning Meeting participant who was not on the Board “What has AHRMM done well and what can the association do to bring value to members and the health care supply chain professional?” Areas in which AHRMM is excelling included: communicating value content, conference, CMRP, CQO and branding. Areas of improvement included: updating content to assure it is current and relevant, streamlining the website, incorporating an app (platform for mobile use), including supplier in content, building a gap assessment and other tools for those in the field, and creating field standards.
- A discussion ensued about words/topics that would characterize the service and output of the association. These were placed within a three-tiered pyramid. The bottom tier consisted of: Content, Integration and Value. The Second tier consisted of: Experience, Simplicity. The top tier consisted of: Trust. Each word within the pyramid was further defined in an effort to explore the meaning/use of the word.

AHRMM Board Meeting, February 8

- Dennis Mullins, AHRMM Board Member, read the American Hospital Association’s (AHA) anti-trust statement.
- Bob Taylor, AHRMM Chair, said the Board should build on reflections and feedback from the Strategic Planning Meeting to pull together an action plan for the association. Mr. Taylor shared how valuable it was that the Board received open, transparent feedback from a diverse group of professionals and key individuals in the field. The idea of using “What would AHRMM say?” was used as a guiding principle in developing an action plan.
- Mr. Taylor shared that the Board needs to organize and structure the information received, identify the most important strategies to execute, and put the structure in place to do so. Many of the ideas discussed will take heavy lifting to accomplish and the Board will need to create and participate in subcommittees outside of the Board meetings to ensure that forward progress is made. The Board acts as strategic planners and needs to separate this from being in the “trenches.” Conversations should stay at a high level in Board Meetings and how it is the role of subcommittees/task forces to get into the “weeds” of how or what needs to be done.
- Two themes continued to immerge throughout the Strategic Planning Meeting: the need to be contemporary (more agility and fresh) and the need to remix – AHRMM has all the basic tenants and now it’s a matter of thinking through new ways to bring them together).
- The Board identified two areas that need the most focus: 1. Creating Standards and the 2. Future state of Cost, Quality, and Outcomes (CQO) and Clinical Integration (CI).
 1. A Standard Task Force was created to work through the details on how AHRMM can pursue the creation of standards and report back to the Board at the end of March to discuss next steps and propose ways to move forward. The Task Force will be Chaired by Steven Kiewiet and include Andrea Davis, Dennis Mullins, Ed Hardin, Lora Johnson, Dee Donatelli from the Board and Kathy Ryan and Debbie Sprindzunas from the AHRMM staff.

2. A discussion ensued as to the important roles both CQO and CI are as differentiators for AHRMM. It is critical that both initiatives move forward. The CQO Strategy Group was tasked with focusing on the CQO Summit and determine the theme for the CQO Report. There was dialogue regarding creating a sub-committee to further look at operationalizing CQO (moving it from a concept into an operation). It was determined that this would be the role of the CQO Strategy Group.
- Andrea Davis, AHRMM Board Member, provided an update on the Young Professionals Advisory Council (YPAC) Task Force. The Task Force has had several conference calls and determined that the YPAC's goal is to connect, engage and work with young professionals in health care supply chain, and advise AHRMM on programs and policies as they relate to early careerists and has set the 2019/2020 priorities of the council. The council will exist of 9 members in total; which include 3 YPAC officers. .
 - Teresa Dail, AHRMM Immediate Past Chair, provided an update of the 2019 Nominating Committee. The committee recently had their first call where they began to strategize on how to recruit strong candidates for this year's slate. This year there are two (2) provider seats and one (1) affiliate seat open. Mrs. Dail reiterated the importance of having current Board Members also recommend individuals that have potential for being part of the slate. She asked that each Board Member share a minimum of one recommendation for the Nominating Committee to reach out to.
 - Mr. Taylor concluded the meeting by thanking the Board for participating in the Strategic Planning Meeting and their commitment to working on the output of the discussions to further advance AHRMM.