

## **AHRMM Advisory Board Strategic Planning Overview**

**March 10 – 11, 2022**

- AHRMM Advisory Board Chair, Dr. Jimmy Chung, called the meeting to order and welcomed existing and new Advisory Board members to the in-person meeting and video conference. The Advisory Board members read the AHRMM values and Lori Pilla AHRMM Advisory Board Member, read the American Hospital Association's (AHA) Anti-Trust statement.
- Dr. Chung shared his thoughts on the importance of this particular meeting. The mission of AHRMM and AHA is to improve everyone's lives. Dr. Chung discussed the importance of meeting in person to re-examine to AHRMM's strategy. The Advisory Board needs to continue to be effective by staying focused on the important work over the next few days.
- Karen Conway, AHRMM Past Chair, introduced herself as the facilitator and provided an overview of the strategic planning process, including the following steps:
  - Review / approve the draft Envisioned Future
  - Develop long-term objectives (high level outcomes)
  - SWOT Analysis of each objective
  - Develop strategies by objective (action oriented but still high level)
  - Identify and prioritize target audiences
  - Review in relation to AHRMM's Mission, Vision and Strategy Map
  - Discuss metrics and measurable goals
  - Review existing strategic principles and approach to operational plan
- Ms. Conway asked the Advisory Board to review and approve the revised Envisioned Future to ensure it encompasses AHRMM's future vision. The Advisory Board discussed a few ways in which the wording could be changed to apply to a broader professional audience.
- Ms. Conway led the Advisory Board in a brainstorming session to identify long term objectives. The Advisory Board discussed various potential objectives that would position AHRMM as the leader for health care supply chain and elevate both individuals and organizations in the field.

The Advisory Board spent time discussing various topics while identifying the objectives that they would like to create. Topics discussed included: Generating revenue, C-suite buy-in, AHRMM as the authoritative voice, supply chain designation for organizations, leading / best practices, special interest communities, providing education / resources to a variety of settings and sectors, programs for military members transitioning to veteran supply chain professionals, and considering different ways to partner with suppliers.

- After identifying an initial list of long term objectives, the Advisory Board met in breakout groups to perform a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis of each objective. Each group presented their SWOT analysis to the Advisory Board and discussed the common themes and correlations among the objectives, which led to the consolidation of the objectives.
- The Advisory Board breakout groups met again to create strategies for each of the consolidated objectives. Each group presented their strategies to the Advisory Board and spent time discussing how these objectives and strategies align with the strategic plans of AHRMM and the AHA.
- Following the report out of the three breakout groups, Ms. Conway and Dr. Chung asked the Advisory Board to review the existing Strategic Principles to ensure that they are still adequate for the purposes of helping the Advisory Board further refine the strategy and the staff to develop the annual operational plan. The Advisory Board also reviewed the current strategy map and the Mission and Vision statements to confirm they are in alignment with the newly created objectives.

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- A Strategic Planning Committee will be created to continue the work started by the Advisory Board. The committee will report back to the Advisory Board with their progress at the next Advisory Board meeting.
  - Dr. Chung thanked Ms. Conway again for the generous contribution of her time and energy in preparation for the meeting, the Advisory Board for their energy, passion, participation and feedback, and the staff for their efforts in organizing and preparing for the meeting. Ms. Sprindzunas thanked Dr. Chung for his work to make the meeting a success.
  - The next Advisory Board meeting will be held in May.