



## 2015 AAHFN Strategic Plan

### Strategic Goals & Objectives

Membership - To increase membership through retention and recruitment efforts in order to reach a broader spectrum of the HF community

*Objectives:*

1. Develop process to engage members through an enhanced website and online community.
2. Provide opportunities to increase involvement of nurses from diverse settings who provide care for the HF patient.
3. Define the role of the area representatives.
4. Advocate for membership and HF patients through partnership with other organizations.

Education - To define and provide the standard of education and educational resources for HF nurses and patients

*Objectives:*

1. Focus education targeted to Advanced Practice Nurses (i.e. Annual meeting track, section of newsletter, pharm credits, billing/coding, ICD 10.)
2. Plan for repurposing educational offerings utilizing technology.
3. Identify and prioritize segments within transitions of care to provide HF education.
4. Education for members around teach back, health coaching, specialized on less common types of HF, palliative care, hemodynamics.
5. Formalize HF certification review course to offer onsite to facilities.

Research – To increase awareness and specific opportunities for heart failure nurses in research.

*Objectives:*

1. Identify and engage key nursing researchers in the realm of HF to educate members.
  - Conduct focus group to ask how AAHFN can raise the bar with research.
2. Educate members to current research, research process and translation of research.
3. Increase involvement of bedside and student nurses in research activities.
4. Investigate opportunity of funding for research grants.

Financial Growth - To achieve a level of financial growth to support strategic initiatives and build reserves for the future

*Objectives:*

1. Balance AAHFN investments with increasing reserves.
  - Investigate costs of offering advanced practice certification and website enhancements.
2. Develop cost analysis including contribution margin for AAHFN activities (development, educational, newsletter).
3. Formulate annual development plan.
  - Define purpose of development meetings.
4. Engage committees in development process (ex. Identified member to work on grants).
5. Ongoing financial education for the Board (ex. Budget development).
  - Identify incoming treasurer from existing Board by June '15.