



A MESSAGE FROM

MICHELLE HOOD

EVP, COO AND PRESIDENT, HEALTH FORUM

AHA Team,

As our nation continues to confront the realities of COVID-19, our members' needs also continue to change. The central focus for the field will always be to provide quality health care; yet the ravages of the pandemic have reinforced the importance of health equity, access to behavioral health and workforce challenges.

While the AHA's overall [vision and mission](#) remain steadfast, we have an opportunity to reassess the work we do—and how we do it—so that our efforts have more intentionality; that work streams are well-connected to our strategic priorities. Rather than being a static document, the [2021 AHA Strategic Plan](#) is a rolling plan, built to allow us to be more nimble; to keep us ready to pivot, should forces in the field require a different approach.

As the Strategic Plan is meant to be the roadmap, the [2021 Playbook](#) is our internal guide, operationalizing our Strategic Plan with an emphasis on collaboration and directing our efforts to achieve organizational goals. The Playbook also will be updated as the Plan changes.

Undergirding all of this is the [Environmental Scan](#), which outlines the data and trends that are shaping the field for the coming year and beyond. We recommend that you view the Environmental Scan first as it lays out the “why” of the Plan and Playbook direction. And the AHA Wheel is what we'll continue to use, evaluating each issue via the lenses of Field Engagement, Innovation and Public Policy.

You can access all three documents [here](#).

Why these documents matter

Make time to read through all of these important documents. We must continue to be a high-performing organization where all of our work is grounded in best-in-class operations. This is how we'll continue to deliver on what our members have grown accustomed to receiving from the AHA: focused attention and articulation of key legislative initiatives and policies—and action on the issues with the greatest potential impact for caregivers, and the patients and communities they serve. This is why they trust and depend on us. This is the essence of member value.

Throughout the year, we'll continue to assess our environment and shift when needed. And we'll continue to incorporate both colleague and member input.

Thank you for your engagement and for bringing the best of yourself to our efforts. Whether or not your role is member-facing, it is absolutely member supporting. Health care is taking some remarkable turns and the journey is far from over.

A handwritten signature in blue ink that reads "Michelle". The signature is fluid and cursive, written on a white background.