

Strategic Goals 2016 and Beyond

Presence: Public Image

Strategy Statement – ACHCA will heighten awareness among the post-acute and long term care community regarding the importance of ACHCA services, advocacy, and education and how these improve performance outcomes in facilities. ACHCA will communicate to the public the role of post-acute and long term care providers within society.

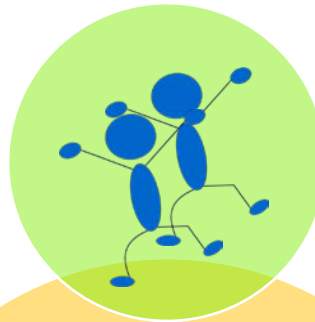


Leadership: Industry Alignment

Strategy Statement – ACHCA will represent the profession to the public and within the spectrum of health care regarding the contribution of post-acute and long term professionals to the delivery of health services.



ACHCA



Representation: Membership

Strategy Statement – ACHCA will recruit and retain membership in the United States.



Professional Development: Career Arc

Strategy Statement – ACHCA will create compelling education and career development resources built around core competencies for the profession, positioning the organization as the preferred source of education and career development.