

ABHW STRATEGIC PLAN 2018–2020

A blueprint for the future of mental health and addiction care

VISION

A world in which the stigma associated with mental health and addiction is eliminated, people get the care they need, mental health and addiction have an equal place in national health care policy, and public health challenges are more easily addressed.

MISSION

ABHW is dedicated to advancing federal policy and educating the public on mental health and addiction care. By advocating on behalf of health plans for improved access and higher quality care, we are focused on ensuring better health outcomes for individuals and communities.

GUIDING PILLARS

INTEGRATION | ACCESS | EVIDENCE-BASED TREATMENT | REDUCED STIGMA | EXPANDED WORKFORCE | POSITIVE HEALTH OUTCOMES | PREVENTION | AFFORDABILITY

	ADVOCACY	OPERATIONS	AWARENESS AND POSITIONING
STRATEGIC PRIORITIES	Advocate for policy and legislation that ensure ABHW member companies continue to operate effectively. These policies broaden access, improve integration, and encourage behavioral health services and care.	Maintain well-functioning organizational structure that meets members' needs. Prioritize financial stability and growth.	Strategically position ABHW as the national voice for payers that manage behavioral health insurance benefits by leveraging our value proposition and communicating the vital role of our members to priority stakeholders.
OBJECTIVES	<ul style="list-style-type: none"> Utilize our role as convener to advance the understanding and action around our advocacy priorities. Continue to increase the political strength of the organization and advance passage of priority legislation and policies. 	<ul style="list-style-type: none"> Enhance internal and external administrative operations and restructure ABHW committees. Expand member engagement and enhance member experience. Solidify revenue sources. 	<ul style="list-style-type: none"> Deploy clear and consistent messaging and communications. Leverage thought leadership. Build overall brand awareness and relevance of Stamp Out Stigma digital campaign.
SUCCESS	Advancement of regulation and legislation that represents ABHW's agenda, reflects proven relationships with key Administration and Capitol Hill decision makers, and provides better health outcomes for individuals and communities.	Strengthened committee structure informs and engages member company employees. Continued development of effective and efficient financial and administrative processes.	A well-informed and engaged public, media, and government that understands the stigma surrounding mental health and substance use disorders and values ABHW's legislative and regulatory agenda as well as the positive contributions of our members.

As an agile and strong non-profit with deep knowledge of health care policy, extensive experience inside the Beltway, and a vast number of relationships in the industry, we are poised to shift the paradigm in federal policy for mental health and addiction.

