# ABHW STRATEGIC PLAN 2021–2023

A blueprint for the future of mental health and addiction care

## VISION

A nation in which the stigma associated with mental health and substance use disorders are eliminated, people get the care they need, mental health and substance use disorders have an equal place to physical health in national health care policy, and public health challenges are more easily addressed.

## MISSION

ABHW is dedicated to advancing federal policy and raising awareness on mental health and substance use disorders. By advocating on behalf of health plans for improved access, higher quality care, and health equity, we are focused on reducing racial disparities and ensuring better health outcomes for all individuals and communities.

## GUIDING PILLARS

INCREASE ACCESS | DRIVE INTEGRATION | SUPPORT PREVENTION | RAISE AWARENESS AND REDUCE STIGMA

ADVANCE EVIDENCE-BASED TREATMENT AND QUALITY OUTCOMES

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<td>Advocate for policies and legislation that broaden access, improve integration, promote health equity, and ensure quality mental health and substance use disorder services and positive outcomes.</td>
<td>Maintain a well-functioning organizational structure that meets member and employee needs. Prioritize financial stability and organizational growth.</td>
<td>Strategically position ABHW as the national voice for payers that manage behavioral health insurance benefits. Heighten awareness of the positive contributions of ABHW members and the industry while promoting health equity.</td>
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- **OBJECTIVES**
  - Proactively identify, develop, and advance ABHW’s legislative and regulatory policy priorities.
  - Move ABHW’s advocacy priorities forward through research, policy development, and collaboration.
  - Continue to increase ABHW’s reach by fostering relationships with Congress, regulatory agencies, and the Administration.
  - Improve administrative infrastructure.
  - Foster professional development.
  - Grow and diversify revenue and expand and foster corporate partner relationships and program.
  - Attain appropriate level of reserves.
  - Increase engagement and deepen reach within member companies.
  - Influence external perception to help advance policies that create a regulatory and legislative environment that allows ABHW members to operate more effectively.
  - Identify strategic partners and build stakeholder collaborations that advance shared goals.
  - Communicate the vital need for improved access, equity, and higher quality behavioral health care.
  - Position organization as the recognized thought leader on mental health and substance use disorder policies.

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 substance use disorders.