

ABHW STRATEGIC PLAN 2024–2027

A blueprint for the future of mental health and substance use disorder care

VISION

A nation in which everyone has access to timely, quality, and appropriate behavioral health care from wellness and prevention to treatment and recovery; barriers and stigma are eradicated; behavioral health has an equal place to physical health in national policy; and there is integration and coordination of care between physical and behavioral health care.

MISSION

ABHW is dedicated to advancing policy and raising awareness on mental health and substance use disorders. By advocating and promoting solutions on behalf of health plans to ensure everyone has access to high quality, evidence-based care, we are focused on reducing disparities and ensuring better outcomes for whole-person care for all individuals and communities.

GUIDING PILLARS

**INCREASE ACCESS TO TIMELY, QUALITY, AND APPROPRIATE CARE | DRIVE INTEGRATION | SUPPORT PREVENTION | ADVANCE HEALTH EQUITY |
RAISE AWARENESS AND REDUCE STIGMA | FOSTER EVIDENCE-BASED TREATMENT AND INNOVATION**

	ADVOCACY	OPERATIONS	THOUGHT LEADERSHIP
STRATEGIC PRIORITIES	Advocate for policies and legislation that broaden access, improve integration, and advance quality mental health and substance use disorder services and outcomes.	Maintain a well-functioning organizational structure that meets member and employee needs. Prioritize financial stability and organizational growth.	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.
OBJECTIVES	<ul style="list-style-type: none">Proactively identify, develop, and advance ABHW's legislative and regulatory policy priorities.Continue to increase ABHW's reach by fostering relationships with Congress, regulatory agencies, the Administration, and other stakeholders.Move ABHW's advocacy priorities forward through development of model policy solutions, research, and collaboration with other associations and coalitions.Provide education on the value of managed care principles.	<ul style="list-style-type: none">Continue to ensure operational efficiency and improve administrative infrastructure.Grow and diversify revenue and maintain appropriate level of reserves.Optimize the roles and function of staff to meet goals.Increase engagement and deepen reach within member companies and further the value of the Corporate Partner program.	<ul style="list-style-type: none">Position ABHW as the recognized thought leader on mental health and substance use disorder issues, solutions, and policies.Focus communications on the importance of behavioral health and what ABHW and its members stand for; heighten awareness of how ABHW members improve care and are beneficial partners for patients and families; and communicate on other issues as they arise.Educate external stakeholders to help promote policies that create a regulatory and legislative environment that allows ABHW members to effectively administer benefits.Identify strategic partners and build stakeholder collaborations that advance shared goals.

As an agile and strong nonprofit 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 policy for mental health and substance use disorders.

