

NBANH Strategic Plan 2023-2025

Vision: Leading Excellence in Long Term Care

Values: Innovation; Collaboration; Responsiveness; Inclusiveness; Accountability; In an environment of trust, respect, and integrity.

Care Innovation

Care innovation ensures NBANH is providing members with innovative solutions to improve care for residents.

- Conduct research on innovative solutions and provide learning opportunities to member organizations and their employees on the same.
- Create a platform for shared services and/or equipment.
- Share success stories and innovative ideas with/between member organizations.

Member Care

Member Care monitors how NBANH is providing value to the member organizations and determines the level of satisfaction with the Association.

- Ask for feedback from key stakeholders.
- Conduct onboarding for new administrators and member organizations.
- Offer networking opportunities.
- Provide continuing education to member organizations and employees.

Communication

Communication promotes alignment between NBANH and key stakeholders and moves key issues and ideas forward in a consistent and positive manner.

- Create partnerships with key stakeholders.
- Develop a communication and marketing strategy.
- Establish a Marketing/PR leadership role and recruit a rock star!

Internal Business Processes

Internal Business Processes evaluate NBANH's internal processes and services to determine whether they allow the Association to function efficiently and conform to the standards members desire.

- Define roles and responsibilities.
- Develop and assess service standards.
- Evaluate and improve service offerings.