



STRATEGIC PLAN 2018-2020

OUR MISSION

We advance kidney health by serving the educational and advocacy needs of kidney care professionals.

OUR VISION

We envision a robust kidney health community that is patient-focused, diverse, collaborative, and competitive.

WHO WE ARE

We are the kidney care professional association dedicated to achieving optimal patient outcomes through improved education, advocacy, and collaboration.

WHAT WE VALUE

We value healthy diversity of kidney care providers in the marketplace.
We value patient-centered quality care.

ADVOCACY	EDUCATION	EXTERNAL RELATIONS	MEMBERSHIP & MARKETING
Implement the Advocacy Strategic Plan developed by our Legislative Counsel in collaboration with the NRAA Advocacy Council	Discuss and determine best ways to integrate both NRAA and RSE board members in education planning committees and/or councils	Develop new and enhance existing relationships with kidney industry groups that advance the mission of NRAA	Continue to grow the number of NRAA members by maintaining existing members and attracting new ones
Implement Health Care Agenda 2018 & monitor metrics including legislation, regulation, politics, public relations, and coalitions	Identify knowledge gaps and develop relative standards to provide education that meets member's needs	Collaborate with kidney patient groups to combine perspectives and improve patient care	Evaluate NRAA's Membership Model and explore and define the creation of a Member Mentorship program
Explore NRAA's role in state legislative issues and potential clearing house capabilities	Increase participation in NRAA educational programs and offerings and exceed attendee expectations	Engage with healthcare organizations outside of kidney care to improve the industry as a whole	Evaluate the NRAA Sponsorship Model