The Leading Network for the Business of Health

Strategic Plan 2016 – 2018

A. MISSION

To support the Wharton Health Care Management Program and its students; contribute to the lifelong learning of its membership; and contribute to the health care sector through service, leadership, and education.

B. VISION

The Wharton Health Care Management Alumni Association is the leading network for the business of health; providing meaningful engagement, lifelong learning, and career guidance; connecting leaders with students, faculty, and fellow Wharton alumni in the business of health.

C. GOALS

Goal I: Engagement

Wharton alumni in the health care industry will engage in meaningful and relevant ways with students, faculty, and fellow alumni, focusing on their areas of particular interest. WHCMAA will support engagement through sector-specific virtual communities and opportunities to meet in person.

INITIATIVES TO INCREASE ENGAGEMENT

- Sector-specific interest groups: Initiate sector-specific interest groups (provider/payer, life sciences, digital health/IT, and possibly others) to strengthen connections between alumni in the same sector and to provide students and faculty with a focused point of alumni contact for their interests (See Communication for virtual communities and Career Development for career initiatives) Interest group activities include:
    - Meet at national industry conferences (e.g., JP Morgan, ACHE, AHIP, BIO, HIMSS)
    - Use virtual communities to connect students, alumni, entrepreneurs, and industry leaders within a single sector
    - Gather by interest group at alumni and student conferences
    - Provide career development at each stage of a career, by sector
- Expand outreach beyond WHCM Alumni: Reach out to Wharton alumni who did not graduate from the Health Care Management program, but are in the business of healthcare (e.g., WEMBA, Wharton MBA, Wharton undergraduate, and health professional school alumni)
- Expand outreach to Health Care Management program alumni who may be interested in engaging in their focused industry sector interest group
- Continue to offer local social and educational events, webinars, Sirius Radio, and the annual alumni conference
- Review pricing structure to ensure that it is designed to support this goal.

Approved by WHCMAA Board 2/20/2016

Goal II: Communication

WHCMAA will be the nexus for effective communication between alumni, students, and faculty, providing social media platforms to drive meaningful engagement.

INITIATIVES TO INCREASE COMMUNICATION

- Research and set up the best platform for effective communication within sector specific interest groups so that they can become virtual communities for the sharing of information.
- Engage faculty to provide meaningful content for interest group virtual communities
- Establish processes to maintain the accuracy of the alumni database to support effective communication over time.
- Pilot and implement communication outreach tools that are more user-friendly, targeted, and relevant than e-mail.

Goal III: Career Development

Enhance the lifelong value of WHCMAA engagement by connecting WHCMAA members at every phase of their career; providing network navigation, coaching/mentoring, community building, and lifelong learning.

INITIATIVES

- Build a best practice model for providing career guidance, tying into engagement and communications efforts (e.g., Interest Groups)
- A preliminary depiction of the career development efforts is provided below and will be further developed by the Career Development committee

Depiction of Career Development Process

SENIOR LEADER
Network Navigation: Assist with Board positioning
Coaching/Mentoring: Connect with alumnae looking for mentors
Community Building: Hire and lead in geography and industry sector
LLL: Engage as speakers, panel members and webinar experts

EARLY CAREER
Network Navigation: Make introductions and expose to career options
Coaching/Mentoring: Provide mentors in relevant industry sectors
Community Building: Connect in geography and industry sector
LLL: Engage as webinar and blog hosts, geography captains

Senior Leader | Early Career | Mid Career

MID CAREER
Network Navigation: Make introductions and expose to career pivots
Coaching/Mentoring: Provide mentors and mentees in relevant industry sectors
Community Building: Connect and engage in leadership positions in geography and industry sectors
LLL: Engage as webinar and blog hosts, geography captains, panel conveners

Goal IV: Program Support

Our growing network of engaged alumni will provide additional support for scholarships, student initiatives, and other program needs.

INITIATIVES

- Develop a consistent approach to sponsorships, building on past trial approaches, to help provide additional funds for program support.

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