



2018-2020 STRATEGIC PLAN

- Practice and Career Success
- Public Awareness and Market Growth
- Membership and Association Strength
- Advocacy and Influence

MISSION

Helping Doctors of Chiropractic deliver exceptional care.

VISION

Chiropractic positioned as a highly regarded health care profession that improves and advances public health and well-being.

VALUES

The Unified VCA leadership's decision-making is guided by these principles:

Unity - Strength through Diversity

Vision - Leadership, Innovation, Growth

Community - Serving the Public, Supporting our Members

Advocacy - Promote, Advance, Educate

ABOUT THE PLAN

Twenty-four experienced volunteer leaders (the Unified VCA Board of Directors, past presidents, committee and sub-committee chairs, legislative consultants and other association and profession leaders) and senior staff came together on February 2nd and 3rd, 2018, to take a fresh look at the organization's strategic plan. This strategic planning session was facilitated by Bob Harris, Certified Association Executive. Mr. Harris is an internationally recognized expert on association management and long range planning with specific insights into the needs and challenges of the chiropractic profession.

UNIFIED VCA GOALS

The following four organization goals are the core drivers of the UVCA and form all board and committee discussions.

- Defending the scope of practice and advancing payment processes to benefit Chiropractic and improve patient access to health care.
- Providing the tools and expertise to support member success.
- Helping chiropractors deliver the best care through public awareness and marketing.
- Creating an engaged membership and leadership supporting a strong, dynamic association.

THE FOLLOWING STRATEGIES SUPPORT THE UVCA'S GOALS.

PRACTICE AND CAREER SUCCESS

- Develop the VCA Vault of tools and resources.
- Provide access to expertise (consultants, specialists, list-serve).
- Provide education (conventions, seminars, staff training, list-serve).
- Create a sense of community/camaraderie/belonging (list-serve, district meetings, signature social events).

PUBLIC AWARENESS AND MARKET GROWTH

- Build brand strength and assessment.
- Maintain strong Internet presence.
- Create marketing guidelines.
- Implement public awareness campaigns.

MEMBERSHIP AND ASSOCIATION STRENGTH

- Provide membership value.
- Develop leadership strength.
- Ensure financial sustainability.
- Increase technology investment.

ADVOCACY AND INFLUENCE

- Position Chiropractic as an important player in solving the opioid crisis.
- Maintain a strong, powerful lobbying team.
- Strengthen Virginia C-PAC.
- Strengthen payment systems (third party, workers' comp).



To learn more about the Unified Virginia Chiropractic Association

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The Unified



Virginia Chiropractic Association
Ensuring the Health of Virginians

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