



AHIP MISSION STATEMENT

The MISSION of America's Health Insurance Plans (AHIP) and its plans is to provide coverage and health-related services that improve and protect the health and financial security of consumers, families, businesses, communities, and the nation. The way we achieve this mission, is by creating and accelerating positive change and innovation for consumers across the health care system. Our market-based solutions and public-private partnerships advance affordability, value, access and well-being. Our strategies are based on:

- Promoting consumer choice and market competition
 - Simplifying the health care experience for individuals and families
 - Supporting constructive partnerships with all levels of government
 - Partnering with health care providers on the journey from volume to value
 - Addressing the burden of chronic disease and social factors that impact health
 - Pursuing the promise of clinical innovations while ensuring value
- Harnessing data and technology to drive quality, efficiency, and consumer satisfaction

How AHIP employees contribute to achieving AHIP's Mission:

1. What We Do as Effective AHIP Employees

- ❑ Understand that our first goal is member service; our members decide to belong to this association
- ❑ Understand and represent AHIP's mission
- ❑ Generate the energy and ideas that drive good work; solve problems and face the challenges and risks that stand in the way
- ❑ Anticipate and frame the issues
- ❑ Be able to adapt to the change and uncertainty that occur in the legislative, regulatory, and public affairs environments
- ❑ Work hard, work smart

2. What We Do as Effective Managers

- ❑ Lead your team by seeking ideas that provide coverage and health-related services that improve and protect the health and financial security of consumers, families, businesses, communities, and the nation
- ❑ Be accountable for the work of your team. Know what needs to be done, establish priorities, and maximize the contribution of each team member
- ❑ Create a positive work environment
- ❑ Look for opportunities to support members and colleagues, anticipate issues, learn how to respond to diverse member interests, and resolve differences

3. What We Do as a High Performing Organization

- ❑ Understand our members' operations and issues
- ❑ Search for opportunities
- ❑ Create well-researched, fact-based, and effectively presented work products
- ❑ Present ourselves thoughtfully, effectively, and smartly
- ❑ Harness the power of a diverse membership to effect positive change
- ❑ Know the issues and communicate them effectively
- ❑ Seek innovative collaborations

Together, these commitments are our north star in how we analyze policy, how we advocate for our members, and how we build new strategies for our industry. By putting consumers at the heart of what we do, we will not just make health care better. We will strengthen our nation and improve the quality of life for millions of Americans.