

# PARTNERSHIPS, ALLIANCES, AND ADVOCACY COMMITTEE CHARTER

Chair: Anthony Breitbach

Champion: Barbara Wallace

## MISSION

To promote the mission of ASAHP and its value to allied health and healthcare, and to grow the membership and services of ASAHP through strategic partnerships, alliances, and advocacy.

## DELIVERABLES

1. Develop alliances with professional organizations and accrediting bodies that benefit the allied health and healthcare professions
2. Develop industry partnerships to drive and promote research, publications, student activities/employment, conferences, ...
3. Identify ASAHP champions (members of congress, association liaisons, ....) that will promote the needs and benefits of ASAHP
4. Create ASAHP Tool Kits (working with communication and education committees)

## MEASURES OF SUCCESS

1. Number of alliances increased by x%
2. Number of healthcare industry partnerships formed per year (Goal of 10 partners)
3. Number of external champions identified
4. Internal Partnership Tool kit by 2021

## PRIORITIES FOR EXECUTION

### 1 Professional Organizations and Accreditation Bodies

1. Inventory and assess current relationships and celebrate existing relationship (what is working and not working?)
2. Host liaison events (what works and does not work, how can we improve what is going on, present ASAHP strategy,..)
3. Develop a webpage to celebrate the existing relationships ,...
4. Identify professional organizations that would be advantageous to ASAHP to ally with
5. Develop a tool kit to show value of ASAHP (working with communication committee)
6. Develop alliances with the identified professional organizations (ex. PT, OT, MD)
7. Identify accreditation bodies to ally with – look at GRW's? accreditation board
8. Develop alliances with accreditation bodies

## PRIORITIES FOR EXECUTION

### 2 Industry Partnerships

1. Identify and develop healthcare partnerships (hospitals, Manufacturer, Bio, Insurances,...)
2. Document and show the value proposition of the partnership (what is the value proposition + Tool kit)
3. Identify champions within the industry to reach out and provide them the tools and training
4. Develop a tool kit to show value of partnership with ASAHP (working with communication committee)
5. Develop industry partnerships to drive and promote research, publications, student activities/employment, conferences, ...
6. Industrial partners/members and other partners
7. Association relations
8. Consumer group
9. Industry partners, Adv. Board, Walmart, AMPRA

### 3 Advocacy (association and profession)

1. Identify champions (members of congress, association liaisons) that will promote the needs and benefits of ASAHP
2. Develop an advocacy tool kit to develop internal advocates (working with education committee)
3. Build relationships with the champions
4. Develop government relationships to advocate for the needs and priorities of allied health professions, higher education, students
5. Advocate for association, profession, students,...