



National Hospice and Palliative Care Organization
Strategic Plan Priority Goals (2016 – 2017)

Mission: To lead and mobilize social change for improved care at the end of life

Vision: A world where individuals and families facing serious illness, death and grief will experience the best that humankind can offer.

1. Serve as the principle resource, leader, and voice of the hospice and palliative care community.
2. Promote and enhance access to, and the quality of, hospice and palliative care.
3. Fully integrate palliative care into the organization and provide resources, innovations, education, and communication to members.
4. Organize and/or participate in building collaborative alliances of like-minded organizations/associations (both EOL and non-EOL organizations/associations).
5. Define our identity and create a brand that better reflects the mission and vision of the organization.
6. Optimize engagement of multi-generational, diverse consumers.
7. Expand NHPCO Edge to increase non-dues revenue.
8. Reconfigure boards for optimal governance and functioning.
9. Create intentional strategies and opportunities for professional development of NHPCO staff.