



Strategic Plan

2025-2026

Our Mission:

The purpose of MASHRM is to advance the professional practice of healthcare risk management and the professional development of risk management and patient safety professionals. Healthcare risk management includes risk identification and analysis, loss control, claims management, risk financing, and the safety of patients and healthcare workers.

Our Objectives:

- To conduct educational programs and activities that promote professional development and strengthen the expertise of healthcare risk managers in the area of risk management.
- To strengthen risk management programs in general through the Members' participation in the activities of the Organization.
- To provide opportunities for the free exchange of information among Members and solutions for issues of mutual concern.
- To advocate, together with ASHRM and other organizations, the practice of safe and effective risk management in legal, legislative and regulatory venues.
- To increase the visibility, validity, and credibility of risk management as key to effective healthcare management by facilitating communication with other healthcare management professionals.

Strategic Goals and Initiatives for 2025 & 2026

Communication

Goals: To Promote the Mission, Vision and Member Value of the Society

- Develop branding strategy and communications that reinforce the mission, vision and member value such as CE Webinar Series, Online Resources and Advocacy Alert Messages.
- Increase direct mail to members who may be missing electronic communications.
- Improve electronic communications through an integrated data base communications structure and enhanced data gathering on member issues.

Membership

Goal: Increase Membership Retention and New Member Recruitment

- Increase the overall number of members and improve the rate of timely membership renewals.
- Increase diversity of membership in all areas of practice settings.
- Increase new member participation.
- Enhance peer reviewed best practice repository.
- Offer regional member roundtables.

Professional Development

Goals: Define Specific Competencies - Expand Educational Programming

- Offer at least one Webinar or Online Chat Session per month.
- Align all educational offerings with competency model and certification standards.
- Expand educational programming to include offerings that members can attend in order to advance their career trajectory.
- Expand programming offered during National Patient Safety Week and National Healthcare Risk Management Week.