NHCAA Strategic Framework 2021-2024

VISION:
NHCAA is the pivotal national health care anti-fraud organization providing essential resources for our private-public partnership and trusted leadership in our evolving health care system.

MISSION:
To protect and serve the public interest by increasing awareness and improving the detection, investigation, civil and criminal prosecution, and prevention of health care fraud and abuse.

OUTCOMES:

- **Strategic Growth:** NHCAA expands its reach, scope of influence, and capacity to prevent, detect and mitigate health care fraud and abuse.

- **Indispensable Resource:** Our private-public partners view NHCAA as the essential and authoritative resource for their organizations and their teams engaged in anti-fraud prevention, detection and remediation.

- **Brand Recognition:** The expertise of NHCAA and our members is recognized as essential to the understanding and prevention of systemic health care fraud and abuse.

Approved by the Board of Directors - September 25, 2020

NHCAA
National Health Care Anti-Fraud Association®

2021 STRATEGIES

Outcome: Strategic Growth
Strategy 1: Collaboration

NHCAA expands its collaborative community to combat fraud and abuse by building relationships with diverse professionals whose skills assist in combating health care fraud, including law enforcement, data analysts, coders, auditors, compliance officers, and clinicians.

Outcome: Indispensable Resource
Strategy 2: Seamless Access to Resources Via Technology

NHCAA provides a seamless connection for members to access information by utilizing and continuously identifying cutting edge technology to deliver the full range of its services and products (e.g., virtual conferences, user-friendly website, on-demand education).

Outcome: Brand Recognition
Strategy 3: Member Team Engagement

NHCAA engages, supports, and meets the needs of a greater number of staff within member organizations who have an impact on anti-fraud efforts.

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FUTURE STRATEGIES: Annual Strategic Renewal Process

OUTCOME: Strategic Growth

- STRATEGY 1: NHCAA supports the development of current and future health care anti-fraud professionals and leaders.
- STRATEGY 2: NHCAA provides training & educational resources focused on anti-fraud data analytics.
- STRATEGY 3: NHCAA continually assesses its evolving business model for sustainability (e.g., different membership levels, membership types or subscriptions related to different content, definition of a member).
- STRATEGY 4: NHCAA regularly seeks feedback from members and integrates the results to enhance member experiences and services.
- STRATEGY 5: NHCAA explores strategic opportunities with respect to self-funded accounts.

OUTCOME: Indispensable Resource

- STRATEGY 1: NHCAA provides timely and actionable training and tools (including Fraud Briefs, *Inside SIRIS*, *The Compass*, and information sharing sessions) to identify and prevent new schemes.
- STRATEGY 2: NHCAA ensures SIRIS remains a vital tool, adapting to a changing environment.
- STRATEGY 3: NHCAA identifies and develops training on emerging fraud schemes and prevention techniques for evolving health care payment models.
- STRATEGY 4: NHCAA continues to refine and enhance AHFI Accreditation to include the creation of an AHFI exam study manual.
- STRATEGY 5: NHCAA creates and provides resources for member anti-fraud leaders and teams to assist them in effectively demonstrating their value within their organizations.
- STRATEGY 6: NHCAA builds venues and networks where anti-fraud leaders can engage on the challenges of the profession.

OUTCOME: Brand Recognition

- STRATEGY 1: NHCAA influences national anti-fraud goals and serves as a trusted resource for the public, the media, and the government for information on the challenges posed by health care fraud and abuse.
- STRATEGY 2: NHCAA creates a branding campaign for NHCAA members to highlight their membership in NHCAA and their commitment to preventing health care fraud and abuse.
- STRATEGY 3: NHCAA explores developing standards to measure SIU performance, and considers certifying SIU teams.
- STRATEGY 4: NHCAA develops a social media strategy to broaden the NHCAA brand and promote our members' expertise to a wider audience.
- STRATEGY 5: NHCAA enables local AHFI networks to provide support for current AHFIs and assistance to individuals seeking the AHFI credential.