

AHIA Chair

The mission of the Association of Health Insurance Advisors® (AHIA) is to advocate for a positive legislative environment, enhance business and professional skills and promote the ethical conduct of its members.

AHIA members are NAIFA Federation members actively involved in the sale of group and individual health related products including disability, long-term care, critical illness, Medicare supplement insurance and worksite products.

AHIA takes a lead role on health-related issues on Capitol Hill, with the National Association of Insurance Commissioners (NAIC), and the National Conference of Insurance Legislators (NCOIL).

Chair Requirements:

- To serve as chair, you must be an AHIA member.
- As the state or local health chair, your responsibilities can be divided into four primary areas:
 1. Liaison to the Board of Directors, AHIA members and NAIFA program chairs
 2. Legislative and public relations advocate
 3. Educational programming and professional development
 4. Membership development and retention
- Assist government relations chairs with tracking and communicating health-related legislative issues to AHIA members.
- Collaborate with association's APIC liaison and IFAPAC liaison to develop a grassroots network focusing on health-related issues and encourage AHIA member contributions to their political action committee and the AHIA war chest.
- Recommend health programming resources to the professional development and programs chair. In addition to AHIA marketing partners that can provide designations or CE at a special member price, other health-related education seminars include LUTC's Disability Income, Employee Benefits and Retirement Planning courses, EduCalls, Programs in a Box (PIB), Issue Presentations and AHIA's Speaker Bureau. In particular, work with the professional development and programs chair in preparation for the October health-related membership meeting.

Fulfilling Objectives of the AHIA Chair:

- Develop goals and objectives for your year in office.
- Follow the monthly activity calendar.
- Use available resources including:
 1. Communication resources (*Health Insurance Matters*, *AHIA Minute*, *Membership Marketing Matters* and public policy position statements)
 2. Education (EduCalls, Professional Designation Programs)
 3. Issue PowerPoint presentations
 4. AHIA member recruitment presentation
 5. AHIA speaker bureau

JUNE/JULY

- Meet with LUTC chair to identify plans for: Disability Income, Employee Benefits, Long Term Care Insurance or Critical Illness. Assist as needed in identifying a competent moderator. (State/Local AHIA Health Chair)
- Prospect for new AHIA members at your state's ALC. (State/Local AHIA Health Chair)
- Appoint state/local AHIA health chair. (State/Local President, president becomes default if no chair is appointed)
- Secure and review any records from your predecessor. (Local/State AHIA Health Chair)
- Plan your local chair workshop at Association Leadership Conference (ALC) (State AHIA Health Chair)
- Confirm with your association's secretary that you have been correctly reported to NAIFA, AHIA and your state association. (State/Local AHIA Health Chair)
- Request the AHIA exhibit for your ALC.
- Select a co-chair and a committee to assist you in your responsibilities. (State/Local AHIA Health Chair)
- Discuss budget considerations with your treasurer and board of directors. (State/Local AHIA Health Chair)
- Begin planning this year's educational and membership activities with local chairs. (State AHIA Health Chair)
- Download membership applications and supplies from AHIA's website, www.ahia.net.

AUGUST

- Plan with your program and meetings and/or professional development chair to have at least two health/disability insurance or employee benefits programs at your local association meetings. It can be scheduled before or after your regular local association meeting. (State/Local Chair)
- Invite local chairs to attend AHIA Annual Meeting at NAIFA convention and health-related seminars.

SEPTEMBER "Life Insurance Awareness Month"

- Attend AHIA Annual Meeting and seminars at NAIFA convention.
- Write health insurance article for state and/or local association's newsletter. (State/Local AHIA Health Chair)
- Consider presenting one of your programming events next month.
- Coordinate with your state executive to publish AHIA membership ad in your state association publication. (State/Local AHIA Health Chair)
- Contact AHIA or visit www.ahia.net for October health meeting suggestions in coordination with professional development and programs chair. (Local AHIA Health Chair)
- Register for the **October AHIA EduCall**.
- Attend AHIA health chair meeting in junction with the NAIFA convention. (AHIA Health Chairs)

OCTOBER "AHIA Health Month"

- Monitor and follow-up with local chairs for recruitment and renewal efforts at local association meetings. (State/Local AHIA Health Chair)
- Contact local chairs for a status report on renewal efforts. (State AHIA Health Chair)
- Coordinate with state and/or local executive to publish AHIA membership ad in state and/or local association's publication. (State/Local AHIA Health Chair)
- Conduct an October health-related meeting in honor of **AHIA Health Month**.
- Write health insurance article for local association newsletter. (State/Local AHIA Health Chair)
- Report committee plans for year to state chair. (State/Local AHIA Health Chair)
- Announce AHIA EduCall series at local meeting. (State/Local AHIA Health Chair)
- Remind members to renew. Recruit new members at association meeting. (State/Local AHIA Health Chair)
- Participate in the **AHIA EduCall**.

NOVEMBER

- Monitor renewal and recruitment efforts at local level. Contact local chairs. (State AHIA Health Chair)
- Write health insurance article for state and/or local association publication. (State and Local AHIA Health Chair)

DECEMBER

- Remind AHIA members to renew for next year. Encourage new members to join. (State/Local AHIA Health Chair)
- Write health insurance article for local association newsletter. (Local AHIA Health Chair)
- Request Award of Excellence Status Report from AHIA. (State/Local AHIA Health Chair)
- Ensure that all AHIA members in your chapter have received their Membership Guide. (Local AHIA Health Chair)

JANUARY

- Work on recruiting new members by presenting the AHIA Membership PowerPoint at a local meeting. Membership applications and AHIA's free table-top exhibit are available for your use. The association's only expense is the return UPS shipping costs to AHIA. (State and Local AHIA Health Chair)
- Participate in the **January AHIA EduCall**.
- Ensure that all AHIA members in your chapter have received their "Membership Guide."

FEBRUARY

- Request Award of Excellence Status report from AHIA.
- Review *Program-in-a-Box* health programming that is sponsored by AHIA.
- Request *AHIA Year in Review*
- Register for the **March AHIA EduCall**.
- Ensure that AHIA members have begun receiving *Health Insurance Matters*®.

MARCH

- Follow-up with members with lapsed membership. Lists are available from AHIA. (State and Local AHIA Health Chair)
- Write health insurance article for state and/or local association newsletter. (State and Local AHIA Health Chair)
- Coordinate with your state/local executive to publish AHIA membership ad or highlight an AHIA product in your state and/or local association publication. (State and Local AHIA Health Chair)
- Consider serving another term as chair or assist your president-elect in selecting a new chair from active. (State and Local AHIA Health Chair)
- Request Award of Excellence application, which is due on June 30. (State and Local AHIA Health Chair)
- Work with your professional development chair to present one of the educational seminars available. (State and Local AHIA Health Chair)
- Remind AHIA members about the members-only section of the website (www.ahia.net) and how to login. (Local AHIA Health Chair)
- Request AHIA Health Grid
- Participate in the **March AHIA EduCall**.

APRIL

- Register for the **May AHIA EduCall**

MAY

- Participate in the **May AHIA EduCall**.
- Participate in the AHIA Day on the Hill.
- Meet with next year's chair to review records and make suggestions. (State and Local AHIA Health Chair)
- Prepare final committee report for state/local board of directors. (State and Local AHIA Health Chair)