



STRATEGIC PLAN 2023-2027

GHA Mission: *Worldwide Complementary Integrative Health (CIH) & Wellness Strategies advocating empowered care, wellness & natural health practice, education & research.*

Vision Statement: *Offer Pathways to CIH & Wellness*

Values: *Communication + Collaboration + Connection + Compassion*

1. PROMOTING & STRENGTHEN GHA IMAGE

- Create marketing strategies to implement mission & vision.
- Produce a plan of action for growth & development.
- Establish visibility of the power of a unified effort of promoting GHA values in delivery of service.

2. CREATE GHA INFRASTRUCTURE

- Develop a leadership team guiding GHA.
- Design financial support for operational costs.
- Secure donations and grants for expansion, back up and growth.

3. INCREASE MEMBERSHIP & DEVELOPMENT

- Create marketing plan for GHA including updating website & student recruitment.
- Establish affiliate relationships alliances that benefit all parties' mission and vision.
- Advocate & succeed universal coverage for CIH alongside Western Medicine.

4. OFFER CIH & WELLNESS PRACTICE, EDUCATION & RESEARCH

- Create Standards of Care, Educational Goals & Evidence-based Research.
- Develop Code of Ethics for all aspects of operation of services.
- Work with governmental agencies as required.