

**Mission**

The mission of the National Association of Orthopaedic Nurses (NAON) is to advance the specialty of Orthopaedic Nursing through excellence in research, education and nursing practice.

<b>Visioning</b>	<p><b>Drivers of Change</b></p> <p>Impacting the organization in the next five to ten years</p> <p><b>Primary</b></p> <div style="border: 1px solid black; padding: 5px;"> <p>Microlearning Aging World The Stagnation Economy</p> </div> <p><b>Secondary</b></p> <div style="border: 1px solid black; padding: 5px;"> <p>Virtualized Meetings Next-Gen Professionals Cartel Capitalism Socializing Reshaped</p> </div>	<p><b>Vision Statement - 2025</b></p> <p>NAON is recognized as a renowned orthopaedic professional society.</p> <p>We are an inclusive community of orthopaedic nurses and allied health professionals, regardless of setting, who are passionate about the care of all people with musculoskeletal conditions. We deliver value through relevant and timely information, education and research on musculoskeletal conditions and provide a meaningful experience for our members and the patients and caregivers we serve. We have strong partnerships and alliances that play a role in our success.</p> <p>Patients and caregivers see NAON as a trusted source for information on musculoskeletal conditions and care options helping them to feel empowered about their health and well-being.</p>
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<b>Strategic Objectives (2020 to 2022)</b>				
<b>Planning</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
	<b>Attract non-member orthopaedic nurses</b>	<b>Attract ortho allied health professionals</b>	<b>Educate patients and caregivers</b>	<b>Diversity, Equity &amp; Inclusion</b>
	NAON offers all orthopaedic nurses who provide musculoskeletal care, in all practice settings, easy access to valuable knowledge and information.	NAON offers all allied health professionals caring for patients with musculoskeletal conditions easy access to meaningful musculoskeletal care information and resources and a sense of belonging.	Patients and caregivers see NAON as a trusted information source for musculoskeletal conditions and care options helping them to feel empowered about their health and well-being.	NAON will foster and support an inclusive community of orthopaedic nurses and allied health professionals.
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<b>Acting</b>	<b>Annual Imperatives (2021)</b>		
	<p><b>1. Begin Phase 1 &amp; 2 of NAON rebranding work</b>  <i>Measurement: a) Conduct research in order to gather critical marketing information and insights from key stakeholders, b) Redesign and modernize logo, c) Recommend updates for brand elements, d) Create a brand standards document.</i></p> <p><b>2. Create profiles for ortho trauma nurses, ASC nurses, occupational therapists, physical therapists, medical assistants and physicians assistants, clinical specialists, APNs, NPs.</b>  <i>Measurement: Document: a) specific marketing language, b) marketing outreach tactics, c) where they practice, d) specific ortho needs and present recommendations to board.</i></p> <p><b>3. Evaluate current NAON offerings</b>  <i>Measurement: a) Identify what offerings can be tailored to each profile, b) identify new offerings NAON should develop and present recommendations to board.</i></p> <p><b>4. Explore Champion program for orthopaedic physicians</b>  <i>Measurement: a) Create NAON value proposition to market to physicians, b) identify marketing tactics, c) explore Practice membership and present recommendations to board.</i></p>	<p><b>1. Identify the most important content</b>  <i>Measurement: Develop and prioritize content that patients and caregivers most need.</i></p> <p><b>2. Create an accessible content library for patients and caregivers</b>  <i>Measurement: TBD based on number of articles from various sources (third-party, NAON authored, to be developed).</i></p>	<p><b>1. Establish task force</b>  <i>Measurement: Create task force from executive board</i></p> <p><b>2. Create DE&amp;I statement</b>  <i>Measurement: Create statement and present to board for approval.</i></p>