

## Regional Value Proposition Exercise

At the leadership session at the 44th Annual Course regions were asked to work together to determine their region's value proposition.

Value statement definition:

"...a value proposition is not a laundry list of member benefits that anyone can find on the website. **The value proposition should express the ideals, values and intrinsic benefits that members gain by belonging to the organization.**"

-Kevin Gammonley, Senior Director in Business and Trade at SmithBucklin

The group performed the exercise twice. The first time the group was asked to consider:

- What value does the region bring members that is distinct from the national organization
- What values resonate with you as a regional member

### Regions posted the following value propositions:

- Local Resources
- Networking Opportunities
- Direct contact with vendors
- Door prizes for attending regional events
- Agile and innovative
- Address hot topics specific to region
- Provide mentoring
- In touch expert speakers
- Frequent educational offerings
- Affordable education
- Offer webinars
- Partnering with regional vendors, hospitals or experts
- Provide element of fun
- Similar patient population
- Platform for community outreach
- Support professional organization

Regions repeated the exercise, this time considering the question:

- What is your regional value statement for the next generation?

**Regions posted the following value propositions:**

- Interactive online presence
- Return on investment/savings
- Innovative Education Delivery: Teleconference, webinar, online education
- Mentoring
- Be informed and productive
- Education: concise, new technology
- Build confidence
- Provide element of fun
- Expert speakers
- Show interest in patients and community
- Single entry point