



**Mission**

To advance the specialty of orthopaedic nursing in education, research, application of best practices, and to provide professional development and collaboration opportunities.

**Visioning**

**Drivers of Change**

Impacting the organization in the next five to ten years

**Primary**

Microlearning  
Aging World  
The Stagnation Economy

**Secondary**

Virtualized Meetings  
Next-Gen Professionals  
Cartel Capitalism  
Socializing Reshaped

**Vision Statement**

NAON is the premier professional society for all orthopedic nurses and allied health professionals caring for patients in all practice settings with musculoskeletal conditions. NAON offers easy access to valuable knowledge, information, and resources, while creating a supportive and inclusive community. NAON strives to become the trusted source for patients and caregivers for information on musculoskeletal conditions and care options, helping them to feel empowered about their health and well-being.

**Planning**

**Strategic Objectives (2020 to 2022)**

1

**Attract non-member orthopaedic nurses**

NAON offers all orthopaedic nurses who provide musculoskeletal care, in all practice settings, easy access to valuable knowledge and information.

2

**Attract ortho allied health professionals**

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.

3

**Educate patients and caregivers**

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.

4

**Justice, Equity, Diversity & Inclusion**

NAON will foster and support an inclusive community of orthopaedic nurses and allied health professionals.

**Acting – Annual Imperatives 2022**

**1. Complete Phase 3 & 4 of NAON rebranding work**  
*Measurement: a) Finalize new logo, b) Incorporate new branding elements into products and offerings, c) Complete NAON website redesign using analytics/metrics to support re-organization of content, d) Create a brand standards document.*

**2. Use profiles to drive member recruitment and retention for ortho trauma nurses, ambulatory care nurses, occupational therapists, physical therapists, medical assistants and physicians assistants, clinical specialists, APNs, NPs**  
*Measurement: a) Execute membership renewal/recruitment plan, b) Promote ambulatory care group membership, c) Continue to form partnerships that align with identified profile audiences, d) Create and engage Membership taskforce.*

**3. Align NAON education with profile audiences**  
*Measurement: a) Identify new/existing products for each profile, b) Market specific offerings to each profile, c) Engage SME from the profiles to assist in product and resource development, d) Use needs assessment, identified practice gaps, eval data and strategic plan to prioritize topics for 2023 call for abstracts and present recommendations to board.*

**1. Create an accessible resource page/toolkit for patients and caregivers**  
*Measurement: a) Repurpose NAON's BPGs and Practice Manuals with a patient and caregiver focus by March 2022, b) Use board and SMEs to develop a "tip" sheet that supports patient experience.*

**2. Establish process for developing and maintaining content**  
*Measurement: a) Identify review process for health literacy, b) Identify process that addresses NAON's liability, c) Identify process to maintain relevant information on resource page.*

**1. Identify next steps from JEDI survey data**  
*Measurement: Identify key takeaways and make recommendations for execution to the board.*

**2. Align JEDI strategy with NAON stakeholders**  
*Measurement: Incorporate JEDI into membership recruitment/retention, committees, policies, chapters & affiliates and Congress (for 2023).*

**3. Support Future of Nursing 2020-2030 and Healthy People 2030**  
*Measurement: Identify or create nursing resource(s) that align with the Future of Nursing 2020-2030 and Healthy People 2030 goals around health disparities.*