

PROPOSED BYLAWS AMENDMENT #2 – NAME CHANGE

The NAHU Board of Trustees moves that the National Association of Health Underwriters (NAHU) change its official name to National Association of Benefits and Insurance Professionals, with the tag line, Shaping the Future of Healthcare, effective January 1, 2023. The name change will be preceded by a branding campaign to ensure that our members, other stakeholders, and the public understand that we have a new name that better reflects our mission and vision. NAHU chapters will be permitted up to three years to change to the new name followed by their location. Chapters who began using a DBA prior to June 28, 2022, may continue to do so, but are encouraged to adopt the new name to ensure cohesiveness of the organization. The Board of Trustees and NAHU staff will assist chapters with sample bylaws, a branding toolkit, and other assistance including financial assistance to facilitate the change where needed.

RATIONALE FOR NAME CHANGE

The proposed name change will address the lack of understanding members, the general public and policymakers at the state and federal level have with the use of the word “underwriters” in NAHU’s current name. The proposed name, National Association of Benefits and Insurance Professionals is more inclusive of the variety of businesses and members that are currently a part of the association as well as those prospective members who may become members in the future.

To navigate this process the Board of Trustees appointed a Name Change Task Force. The task force was a made up of members from state and local chapters, from all over the county. The task force identified four areas that need to be addressed:

- ✓ Is a name change needed?
- ✓ If a name change is needed, why is it needed?
- ✓ How would this change impact our legislative and regulatory efforts?
- ✓ Would a name change help with membership recruitment?
- ✓ How would a name change impact our chapters?

A focus group was held to discuss the pros and cons of a name change. Key leaders including past NAHU presidents, current chapter officers and national committee members were invited to the focus group. Based on the findings from the focus group, 90% were in support of the change. It was determined that the task force should move ahead with researching potential names, the process needed for a successful transition and the impact it would have on the chapters.

Many issues relating to the potential name change were discussed in order to generate potential names for the association:

- ✓ What words should be included?
- ✓ What words should not be included?
- ✓ In what order should the words appear?
- ✓ How does the new name better reflect our current mission and vision statement?
- ✓ Should there be a tagline or not?

Eventually the task force produced thirty names for consideration. These names were included in a survey which was sent to state and local chapter officers. These surveys narrowed down the list from thirty to three and then to one.

To ensure the name change transition was successful the task force then sent out RFPs (Requests for Proposals) to five PR firms that specialize in branding campaigns and that have specific experience with name changes for non-profit organizations with a legislative and regulatory presence. Four responses were received. The RFPs were reviewed for capabilities, association experience and expense. The selected PR firm demonstrated outstanding capability and success in working with associations that had state and local chapters.

The task force's proposal for a new name and tag line was vetted by the NAHU Governance Committee and forwarded to the Board of Trustees. The NAHU Board of Trustees has now officially recommended the change in name and is in unanimous support of moving forward with the adoption of the new name during our 2022 House of Delegates meeting in Austin.