

# NAHU Proposed Rebranding



## How We Got Here

In November 2021, a task force was convened to explore the possibility of a name change and rebrand of NAHU. This arose from concerns that our current name, specifically the word "underwriter," is confusing, and no longer serves us well.

The task force was organized and structured around the following mission and working groups.

## Mission

Explore the possibility of a name change that ensures the proper balance of respecting our past while providing clarity of our current and future value proposition.



## Working Groups

- **Taking the Pulse**

To solicit initial feedback on the idea of a name change/rebrand.

- **Affected Entities**

To identify other entities that would be affected by a name change.

- **Building Consensus**

To garner support if a name change is deemed desirable.

- **Marketing Initiative**

To engage the assistance and guidance of an experienced marketing firm to lead the rollout of the rebranding effort.

The task force also penned and released a [Position Paper/Open Letter](#) to the association.

# Who We Asked for Input

The task force has organized roundtable discussions, taken polls, and had conversations with hundreds of association leaders. We were focused on one critical question: “Is a potential name change worthy of consideration?” At every step, the feedback has been a resounding YES.

Based on that feedback, the task force moved into the process of identifying and testing possible names. Dozens were suggested, considered, and debated.

Our criteria for a name were that it had to:

- be inclusive and representative of the various roles filled by our members
- carry authority
- be simple for someone outside our association to understand what we do

We had to be realistic that there would be no single name that our entire membership would consider perfect. However, we have found common ground around one that can carry us forward.



## Our Proposed Name

In working closely with the Board of Trustees, the name/tagline that has been chosen for recommendation to the House of Delegates at the 2022 Annual Convention is:

**National Association of Benefits and Insurance Professionals**  
**“Shaping the Future of Healthcare”**

As we have always been inclined, there will likely be shortened versions that become part of our identity. “Benefits & Insurance Professionals” is one possibility that comes to mind.

We believe this name/tagline is both inclusive and a far more accurate reflection of who we are than “Health Underwriters.” Our hope is that you agree and vote with us at the Annual Convention in June.