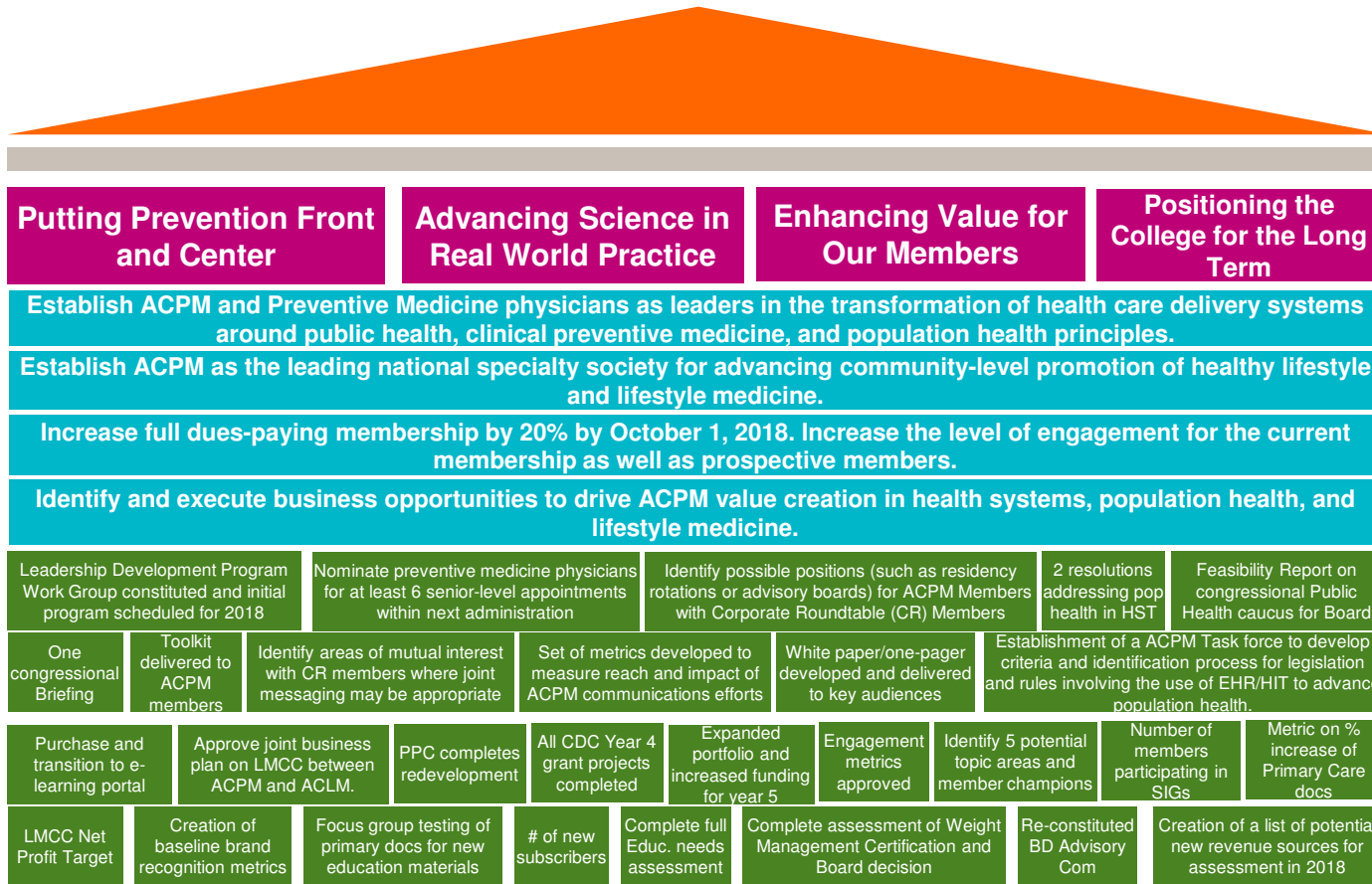


ACPM

Strategy House



Aspiration

Strategic priorities

Goals

2017 Key performance indicators

Strategic Priority I

Putting Prevention Front and Center

Strategic Goal - Population Health in Health Care Systems: Establish ACPM and Preventive Medicine physicians as leaders in the transformation of health care delivery systems around public health, clinical preventive medicine, and population health principles.

Strategies	Key Activities	2017 Performance Targets	Resources Needed	Owners
Create a joint (with partners) learning community to develop and place population health leaders in senior health care system positions.	Identify senior level appointment priority chart and system to monitor when they become open.	Leadership Development Program Work Group constituted and initial program scheduled for 2018	10% Communications staff time; subscriptions to recruiter mail list and job boards 10% of staff time Resources to network physicians – possibly money to attend fundraisers, access to administration	SBD Committee Kate Angel
	Create leadership development program for members to prepare them for senior leadership roles.	Nominate preventive medicine physicians for at least 6 senior-level appointments within next administration		
	Conduct outreach to recruiters about Preventive Medicine.	% of jobs appropriate for PM docs that indicate preference Identify possible positions (such as residency rotations or advisory boards) for ACPM Members with Corporate Roundtable (CR) Members		
Establish a preventive medicine presence in influential levers driving health system transformation.	Introduce resolutions annually to the AMA House of Delegates meeting that seek to advance PM health systems policy	2 resolutions addressing pop health in HST	10% of staff time Money for briefing (breakfast/lunch)	Policy Committee Kate
	Organize briefings annually on a timely policy or legislative proposal	1 congressional Briefing		
	Explore a public health (e.g., congressional) caucus for advocacy	Feasibility Report on congressional Public Health caucus for Board		
Position ACPM to lead a national conversation, including engaging popular culture, on preventive issues.	Develop a message toolkit to drive communications about the value preventive medicine physicians bring to the health care marketplace.	Message toolkit is delivered to ACPM member segments	20% Communications staff time; graphic designer time	Angel Communications Task Force (TBD)
	Develop a white paper and one-pager promoting preventive medicine's role in health system transformation.	White paper/one-pager developed and delivered to key audiences		
	Create metric(s) to measure current national exposure	Set of metrics developed to measure reach and impact of ACPM communications efforts Identify areas of mutual interest with CR members where joint messaging may be appropriate		
Engage clinicians and health care executives on the benefits of the meaningful use of electronic health records/health IT as an important lever in advancing health system transformation.	Identify the committees, work groups or task forces that would produce legislation or rules (e.g., under MACRA) around EHR/HIT issues.	Establishment of a ACPM Task force to develop criteria and identification process for legislation and rules involving the use of EHR/HIT to advance population health.	5% of staff time	Policy Committee Kate
	Develop criteria for when ACPM will weigh in on legislation or rules.			
	Create a network to amplify ACPM's position when taken			

Strategic Priority II | Advancing Science in Real World Practice

Strategic Goal - Lifestyle Medicine: Establish ACPM as the leading national specialty society for advancing community-level promotion of healthy lifestyle and lifestyle medicine.

Strategies	Key Activities	2017 Performance Targets	Resources Needed	Owners
Define ACPM's role in the advancement of lifestyle medicine in both clinical practice and community health improvement.	Create and execute marketing campaign to establish the ACPM brand, our value proposition, and the value proposition of lifestyle medicine.	Creation of baseline brand recognition metrics	Dedicated staff time each week from the Communications department to promote the LMCC (10-20%); graphic designer time	LMCC Joint Committee Dani Barry Angel
Increase the uptake of the LMCC program in health systems and clinical practice.	Expand marketing and partnership outreach to achieve sales beyond ACPM and ACLM members.	Approve joint business plan on LMCC between ACPM and ACLM.	State of the art e-learning portal that can handle affiliate agreements and large numbers of purchasers for the LMCC (~\$30,000)	LMCC Joint Committee Dani Barry Ben
	Develop a licensing model for major group purchases.	LMCC Net Profit Target		
	Modify and update LMCC based off CME reports, new evidence criteria, and market need.	Purchase and transition to e-learning portal		
Identify emerging issues and innovations in prevention and through stakeholder collaborations improve physician competencies in these areas.	Redevelop the Prevention Practice Committee into an "emerging issues" group.	PPC completes redevelopment	50% FTE administrative assistance Time to travel to Atlanta to meet and build relationships with CDC and secure additional funding	PPC Anita HST Task Force Dani
	Continue to seek private or public funding to expand offerings (CDC, RWJ).	All CDC Year 4 grant projects completed		
	Secure continued funding for year 5 strategic priority programs for current cooperative agreement and position ACPM to be well funded for a new cooperative agreement.	Expanded portfolio and increased funding for year 5 (start date 7.1.2017)		

Barriers	Opportunities
Limited staff time Limited money to purchase the services that we need (e-learning portal) Joint decision making with ACLM	Growing reputation with CDC on our work Growing awareness on value of LMCC Joint resources with ACLM

Strategic Priority III | Enhancing Value for Our Members

Strategic Goal - Membership Growth and Value: Increase full dues-paying membership by 20% by October 1, 2018. Increase the level of engagement for the current membership as well as prospective members.

Strategies	Key Activities	2017 Performance Targets	Resources Needed	Owners
Improve the level of engagement of ACPM Members.	Develop an engagement strategy for the membership.	Engagement metrics approved at PM 2017 and implemented by October 1.	Online system for SIGs	Membership Committee
	Identify 3-5 priority areas to measure and develop interventions for each focus area.	Identify 5 potential topic areas and member champions		Ben
	Reengage Special Interest Groups (SIGs).	Number of members participating in SIGs		
Increase the relevance of ACPM for recruitment of primary care physicians & subscribers.	Develop products, services, and engagement strategies, such as educational materials, networking opportunities and learning communities, for primary care docs and subscribers.	Metric on % increase of Primary Care docs	Online Education System	Education Committee
		Focus group testing of primary docs for new education materials		Ben
		# of new subscribers		Education Manager
Become the leading source of education and tools to improve the practice of preventive medicine for members	Identify top practice and performance gaps of membership.	Complete full Educational needs assessment	Staff time (5%)	Education Committee
	Increase the quality and quantity of current educational materials.			Education Manager

Barriers	Opportunities
<ul style="list-style-type: none"> - Crowded market place for Physician education products - Members are satisfied with current level of engagement 	<ul style="list-style-type: none"> - More volunteers across the organization - More revenue per member

Strategic Priority IV | Positioning the College for the Long Term

Strategic Goal - Business Innovation: Identify and execute business opportunities to drive ACPM value creation in health systems, population health, and lifestyle medicine.

Strategies	Key Activities	2017 Performance Targets	Resources	Owners
Assess present and future value of existing business lines	Determine resource needs and identify/hire dedicated staff to support current initiatives.	Complete assessment of Weight Management Certification and Board decision re: continuance of program Re-constituted BD Advisory Com	Georgetown Intern Angel time (5%) Barry's time (\$5,000)	Bus Dev Committee Mike Barry Angel Dani
	Review value and experience with current customers and determine potential new markets.			
	Reconstitute the Business Develop Advisory Committee			
Identify unmet needs in the preventive medicine market place that ACPM could meet	Prepare concept papers on possible new ventures.	Creation of a list of potential new revenue sources for assessment in 2018		Bus Dev Committee
	Develop a business plans, including target audiences, market analysis, cost and revenue projections, resource requirements, etc. for new ventures.			
Identify, prioritize and implement business lines with the highest probability of success in creating value for ACPM stakeholders. Identify unmet needs in the preventive medicine market place that ACPM could meet	Present options and recommendations for investment to ACPM Board.	No action take or performance targets on this initiative in 2017		
	Assess the future long term growth.			

Barriers	Opportunities
Lack of bandwidth and resources to fully develop new lines of business Investing in innovative business lines are risky propositions for medical societies	Preventive medicine in high demand Existing business line (LMCC) has been successful and should be built upon