

MiMGMA Strategic Plan 2014-2016

Strategies, SMART Goals & Action Items by Committee

2014 – 2016 MiMGMA Strategies

Marketing (1)

Membership (2)

Networking (3)

Education (4)

Technology (5)

Advocacy (6)

Revenue (7)

Program Committee

SMART Goals

1. Offer 5% more MiMGMA webinars by 5/31/2015. (Strategy 4,7)
2. Increase overall MiMGMA conference/webinar attendance (spring, fall, TPPD & rotational) 13% by 9/30/2015. (Strategy 3, 4, 7)

Action Items

- Develop partnerships with university programs and expert presenters for webinars (SG1)
- Increase Marketing dollars –target marketing through consistent branding and messaging (SG1, SG2)
- Contact vendors to sponsor and submit webinars (SG1, SG9)
- Review 2014 participation data and revise strategies based on data (SG2)
- Offer/New/Additional Webinars – continue a new webinar for each quarter (survey participants for feedback) (SG1, SG10)
- Survey Participants and Payers on what types of webinars will be helpful – content (SG1, SG2)

TechNet Committee

SMART Goals

3. Increase MiMGMA website traffic 70% by 5/31/16 (Strategy 1,3, 5, 7)
4. Create 8 specialty on-line forum for MiMGMA website by 3/1/2015 (Strategy 3)
5. Have facebook up and running and posting/sharing information/education twice a week by 12/31/2014 (Strategy 1, 3, 4, 5, 6)
6. Create MiMGMA Mentor Program by 6/30/2015 for new members (Strategy 2)

Action Items

- Acquire baseline data for website traffic (SG3)
- Review website options: Your Membership vs. AMR (SG3)
- Have board approve new committee/assign chair –Lorie (SG3, SG4,SG5)
- Create Marketing & social media plan with AMR (LinkedIn & Twitter – conference, reimbursement blog – Oakland county medical society – focus on how to increase revenue in practices) (SG5)
- ID mentors w/ geographical location; AMR identify new members and route to Mentor for contact information and introduction (SG6)
- Create vendor links on MiMGMA website (SG3, SG9)

Membership Committee

SMART Goals

7. Increase total MiMGMA membership by 200 members by 12/31/2015 (Strategy 2)

Action Items

- Contact MHA, MOA and MSMS for list of physicians (SG7)
- Reach out to All physicians to drive more membership (SG7)
- Vendor (inform, offer, update) list on website (member only); increase vendor participation – drive members to website (SG3, SG9)
- Survey members for ranking of top 5 topics of value at conference – send with fall sign up. (SG2)
- Keynote speaker videos - pay to download and split profits with speaker (SG2, SG3, SG7)
- Increase value and engagement for MiMGMA members (new members, retained members, lifetime members) (SG6, SG7)
- Create and send out marketing fliers to all practice managers that are not currently members (SG7)
- Personal ask of members not registered 2 weeks before event (SG2)
- Update vendor list (SG9)
- Reach out to members who did not renew membership (SG7)
- Attend MHA as a vendor – get buy in from physicians/CEO/CFO (SG7)

Legislative Committee

SMART Goals

8. Increase MiMGMA advocacy participation 5% by 12/31/2015. (Strategy 6)

Action Items

- Add Michiganvotes.org link and other state legislative links to MiMGMA website (SG8)
- Create and promote Manager of the Day program to MiMGMA membership (SG8)
- Use MiMGMA social media to promote legislative events (SG8)
- Promote Michigan votes (SG8)
- Requests for statistics for proposed legislation from membership (SG8)
- Create/enhance relationships with (MSMS, HFMA, MMBA, MHA, etc.) (SG2, SG7, SG8)
- Develop fact sheets on upcoming legislation/officers (SG8)

Business Partners Committee

SMART Goals

9. Increase value and vendor engagement time with MiMGMA members 15% by 12/31/2016. (Strategy 2, 3)

Action Items

- Create value-added vendor engagement with MiMGMA members face to face and/or virtually (SG9)
- Plan venues to design needs- (conference room layout, alike vendor not next to each other) (SG9)
- Provide additional vendor engagement: microphone at lunch, vendor break-outs in separate room during breaks, rolling vendor list at lunch, break-out groups by specialty, recognition time) (SG9)
- Conference evaluations for business partners (SG9)

Finance Committee

SMART Goals

10. Increase cash reserve to \$250,000 by 5/31/2016. (Strategy 7)

Action Items

- Soliciting for vendor advertising in quarterly newsletter and on website (SG10)
- Purchase email addresses to send newsletter/marketing materials to more members (from MGMA and other organizations) (Larry and Sandy) (SG10)
- Develop more meaningful financial statements that include prior history and budgets for the report periods (SG10)
- Allocate appropriate funds to the marketing budget to increase marketing (SG2, SG10)