



American College of Preventive Medicine
physicians dedicated to prevention

Strategic Focus Initiatives, 2014-16, ACPM Adopted by ACPM Board of Regents – 10/27/14 [Amended June 22, 2015]

VISION STATEMENT:

ACPM will be the leading professional medical society for advancing preventive medicine, population and public health, and lifestyle medicine.

MISSION STATEMENT:

ACPM supports efforts to improve the health of individuals and populations through evidence-based health promotion, disease prevention, lifestyle modification, and systems-based approaches to improving health and health care.

Principle 1. Putting Prevention Front and Center

ACPM promotes the specialty of Preventive Medicine and preventive medicine physicians to assure an appropriate supply and demand for the effective and efficient delivery of health and health care. This includes securing a stable funding source for Preventive Medicine residency training.

Strategic Initiative – 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.

- A. Establish a committee that will work with communication experts and health care delivery system experts to develop measurement objectives and a tactical plan (including budget), the plan to be finalized by August, 2015.
- B. Present the plan to the Board for review at its August 20, 2015 meeting.
- C. Solicit recommendations from the Global Health Interest Group on approaches to increasing ACPM international initiatives by the June 2015 Board meeting.

Principle 2. Advancing Science in Real World Practice

ACPM promotes the advancement of scientific knowledge in preventive medicine through multi-disciplinary education, collaboration, and communication. This includes promoting, advancing, and optimizing the delivery of evidence-based clinical preventive services, including competencies in lifestyle medicine, health systems innovation, community-based improvement in social determinants of health, community supports and linkages that foster healthy behaviors, and worksite employee health performance and productivity.

Strategic Initiative - Lifestyle Medicine: Establish ACPM as the leading national specialty society for advancing community-level promotion of healthy lifestyles and lifestyle medicine. If a merger with ACLM occurs, these will be coordinated directly with ACLM's leadership.

- A. By July 31, 2015, merge with the American College of Lifestyle Medicine. If a merger is not accomplished, execute an agreement that will further unify ACPM-ACLM's activities, differentiate the relevant roles of the two organizations in lifestyle medicine, and minimize competition between the organizations.
- B. By June 30, 2015, develop and secure adequate resources for a joint project (e.g., media event) in partnership with Corporate Roundtable members that advances lifestyle medicine.
- C. By December 31, 2015, develop and market, in partnership with other societies, at least one health promotion- or lifestyle medicine-focused MOC module that other ABMS boards would offer for credit in their own MOC programs.
- D. By December 31, 2015, refine the ACPM-ACLM lifestyle medicine curriculum for national scalability and jointly develop an online learning platform for the curriculum.
- E. By December 31, 2016, establish, in concert with ACLM, a system of recognition for physicians who complete the Advanced Lifestyle Medicine Curriculum.

Principle 3. Enhancing Value for Our Members

ACPM enhances member value by serving as the primary source for members to meet their professional needs and credentialing requirements, including but not limited to CME, MOC, MOL, career development and practice tools. This is accomplished through providing various educational and networking opportunities, including the ACPM annual conference, board review course and related products, webinars, special interest groups, committees, etc.

Strategic Initiative: Membership Growth and Value: Increase full dues-paying membership by 20% in the next three years.

- A. Survey existing members about what creates the most value for them (i.e., the imperatives that drive their sustained membership) by January 31, 2015.
- B. Survey non-members (MDs and non-MDs) as to what would persuade them to become members by April 30, 2015.
- C. By June 1, 2015, develop a plan for new member recruitment from:
 - i. Board Certified PM physicians (primary target)
 - ii. Board Certified primary care physicians (secondary target)
 - iii. Any other target group(s) that emerge(s) from the assessment
- D. Fund the plan by the Board at its June, 2015 meeting.

Principle 4. Positioning the College for the Long Term

ACPM maintains and enhances its institutional stature and credibility and its trust with the public through financial and professional integrity, including good management and business practices and promulgation of adherence to its member Code of Ethics, Conflict of Interest, Corporate Relationship, and other relevant policies. This also includes working with members (e.g., Your Gift Matters, planned giving) and for-profit and non-profit communities (Corporate Roundtable, PM sponsorships, joint projects).

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

- A. Weight Management Certification
 - i. Based on research results and market assessments, recommend to the Board by October 1, 2015, whether there appears to be a weight loss management certification business opportunity worth ACPM's investment.
 - ii. If there is such a business opportunity, proceed to develop, refine, and then implement a launch plan by November 1, 2015.

- B. By December 31, 2015, identify, research, and assess the market for at least one additional business opportunity.