

## **GLMS STRATEGIC PLAN 2017**

### **GOAL I. ENGAGE AND EMPOWER EMPLOYED AND PRIVATE PRACTICE PHYSICIANS.**

Objective 1.1 Develop MSPS as a safety net and crucial business services organization for physicians and their practices.

Objective 1.2 Enhance physician community engagement by equipping them to empower patients with health awareness and education.

Objective 1.3 Capitalize on opportunities to portray physicians as everyday heroes and trusted healers in the public eye.

Objective 1.4 Repurpose the Judicial Council and Bioethics Committee to review ethical concerns of employed physicians.

Objective 1.5 Create ongoing physician education mechanisms to help them be successful in establishing new practices, joining established practices or effectively negotiate new employment contracts.

Objective 1.6 Teach and/or assist interested physicians in learning how to develop a practice in a direct primary care environment.

Objective 1.7 Continue to identify ways to place more physicians on local and regional boards to increase physician influence regarding important community decisions.

Objective 1.8 Identify and seize opportunities to partner with hospitals on various endeavors to meet employed physicians where they are.

### **GOAL II. CONDUCT EFFECTIVE YEAR-ROUND LEGISLATIVE ADVOCACY.**

Objective 2.1 Develop annual legislative goals and expectations.

Objective 2.2 Communicate goals corporately to legislators and via individual physician/legislator relationships.

Objective 2.3 Develop coalitions with business leaders and organizations such as GLI, PCSJ, and KMA.

Objective 2.4 Identify physicians in state legislative districts and encourage relationships with legislators in their districts.

Objective 2.5 Identify legislative candidates supportive of GLMS/KMA legislative goals and provide appropriate assistance to the extent permitted by law.

Objective 2.6 Identify potential physician candidates supportive of GLMS/KMA legislative goals, encourage them to run and provide appropriate assistance to the extent permitted by law.

Objective 2.7 Identify medical students and residents who are willing to engage legislators and provide guidance on how to effectively communicate to them.

### **GOAL III. DETERMINE THE INTERESTS AND NEEDS OF YOUNGER PHYSICIANS, AND OFFER MEANINGFUL SERVICES AND BENEFITS.**

Objective 3.1 Continue to monitor and survey membership by various methods to maintain a pulse on the sentiments of the membership with a special focus on the younger demographic.

Objective 3.2 Continue to improve and develop programs and services to meet needs and interests identified by Obj. 3.1.

Objective 3.4 Continue to create fun social and networking events for physicians and their families of all ages. Show sensitivity by hosting some events with alcohol and other events without.

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Objective 3.5 Continue providing opportunities for established physicians to mentor and teach medical students, residents, and fellows.

Objective 3.6 Educate members on how to promote their practices via social media and online.

### **GOAL IV. IMPROVE THE SOCIETY'S ORGANIZATIONAL EFFECTIVENESS.**

Objective 4.1 Revamp credentialing service into a premium service utilizing cutting-edge technology and optimizing processes to bring satisfaction to physicians and clients while providing safety and security to the community.

Objective 4.2 Capitalize on opportunities to expand credentialing service regionally and nationwide to increase non-dues revenue.

Objective 4.3 Market Insurance Credentialing service to membership.

Objective 4.4 Create more net income and draw additional non-dues revenue from MSPS by expanding business offerings that capitalize on the local market trends of physician practices.

Objective 4.5 Explore the viability of launching a new scribe service through MSPS. If feasible, move forward and market to membership.

Objective 4.6 Hire a new Strategic Communications and Marketing Director to Develop new strategies for increasing advertising and sponsorship revenue.

Objective 4.7 Increase recruitment and retention of members.

Objective 4.8 Implement the Strategic Plan by assigning objectives to appropriate committees and staff to develop action steps and budgets.

Objective 4.9 Continue to monitor and gauge success of strategic plan. Have Board Chair communicate annual implementation report to the Board.