

New Hampshire Medical Society
Strategic Plan

Approved at NHMS Annual Meeting, January 9th, 2008

Submitted by the NHMS 2007 Strategic Planning Committee

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New Hampshire Medical Society

Vision *(The world we hope to create through our work together)*

The New Hampshire Medical Society envisions a State in which personal and public health are a high priority, all people have access to quality healthcare, and physicians experience deep satisfaction in the practice of medicine.

Mission *(Our role as an organization in creating the world we envision)*

The mission of the New Hampshire Medical Society is to bring together physicians to advocate for the well-being of our patients, for our profession and for the betterment of the public health

Values *(The principles and values that we expect to guide our work together)*

Altruism - We will act with unselfish regard for the welfare of others.

Integrity – We will conduct our activities in an atmosphere of openness and honesty. Members, officers and staff will uphold the highest standards of personal ethics.

Inclusiveness – We will seek out and respect individuals with diverse perspectives and opinions to enrich our work.

Humanism – We will embrace the art of medicine and the importance of the person in all that we do.

Science – Our work will be grounded in principles and knowledge that can be studied and evaluated.

Respect – We will treat other individuals and professions with due consideration.

Activism - We will take action to address issues of importance to our mission.

Excellence – We will bring the highest standards and quality to our work.

General Strategic Goals

(Broad organizational goals that are relatively stable over time)

1. Membership-focused goals
 - a. Maintain and nurture an active membership that is demographically representative of New Hampshire physicians and adequate in size to accomplish the mission of the organization.
 - b. Provide support services for specialty and subspecialty medical organizations to facilitate collaboration within the profession of medicine
 - c. Support the health, well-being and effective practice of New Hampshire physicians.
 - d. Support families of NH physicians in integrating into NH communities and in periods of transition that engender financial or other hardship.

2. Educational goals
 - a. Provide periodic educational sessions on issues of common interest to physicians across medical specialties
 - b. Support members in providing educational sessions on topics of more specialized interest.
 - c. Co-sponsor educational sessions with other organizations to encourage integration and cross fertilization of ideas
 - d. Provide education to non-physicians, such as legislators, allied health professionals, the business community and the general public on issues that effect personal and public health.

3. Communications goals
 - a. Maintain vehicles for information dissemination, such as the NHMS bimonthly newsletter, weekly e-news, and website
 - b. Keep members aware of organizational activities
 - c. Advise members of important practice related information such as changes in regulatory insurance or other requirements etc.
 - d. Maintain active channels for communication with other organizations and agencies who may serve the public health and the practice of medicine.
 - e. Effectively utilize media for communication on issues of interest and importance to the public.

4. Policy goals
 - a. Propose, develop and/or support legislation and governmental rules and policies that further personal and public health and the practice of medicine.
 - b. Work with non-governmental organizations to encourage the adoption of policies that support personal and public health and the practice of medicine.

5. Issue specific goals
 - a. Support health and prevent disease through the promotion of healthy behaviors and choices.
 - b. Identify and effectively address environmental issues that threaten the public health.
 - c. Create practice and reimbursement systems that support physicians in providing optimum care for patients.
 - d. Develop a jurisprudence system with respect to medical care that affords just and needed support to harmed patients at the same time it is fair and reasonable to physicians and supports the practice of medicine.
 - e. Support optimum care of patients by appropriately defining relationships with allied health practitioners and with practitioners who promote non-medical alternative approaches to evaluation and treatment.

NHMS Strategic Priorities 2008-2011

(Priorities identified as important in order for us to most effectively execute our mission in the current timeframe)

Underlying theme

An underlying theme in the process priorities below is that NHMS currently does excellent advocacy, policy and education work but that in order to optimally engage physicians in this work, to optimize opportunities for collaboration with other organizations, and to maximize our effectiveness, we need to better communicate what it is that we do.

Process Priorities

1. Increase, maintain and nurture an active membership that reflects the demographics of NH physicians and engages at least 70% of NH physicians
 - a. Strategies:
 - i. Special focus on engagement of
 1. Young physicians.
 2. Physicians new to NH
 3. Employed physicians
 4. Specialty societies
 - ii. Study NHMS demographics and that of NH physicians and set additional priorities for outreach based on results of study.
 - iii. Review and improve content and usability of NHMS member data base
 - iv. Review value and structure of CAP program
 - v. Review benefits of membership
 - b. Measures:
 - i. Percent of NH docs who are members of NHMS
 - ii. Degree to which NHMS demographics that reflect NH physician demographics
2. Optimize communication venues and use of media

- a. Foci:
 - i. Website, newsletter, emails
 - ii. Media interactions
- b. Strategies
 - i. Charge a communications task force to assess current communications venues, quality, value and make recommendations
 - ii. Identify and charge resources (in-house or consultant) to lead communications and media activities.
 - iii. Increase frequency of press releases
 - iv. Actively promote media interviews with medical society staff and members on issues of interest
- c. Measureable goals
 - i. One press release per month as appropriate
 - ii. Increase hits on website
 - iii. Increase in unsolicited and solicited contributions to newsletter, e-news, website
- 3. Organizational promotion to the medical community and public at large
 - a. Strategies
 - i. Branding of NHMS and design of materials
 - ii. Promotional items
 - iii. Underwriting/Ads in appropriate media
 - iv. Work with communications team on promotion
 - b. Measurements:
 - i. Increased membership
 - ii. Survey of public/professional awareness of NHMS
 - iii. Monitor invitations from others to collaborate, offer opinions, do interviews etc.
- 4. Enhance collaboration with other organizations with missions allied or related to that of NHMS
 - a. Strategies
 - i. Identify key organizations
 - 1. DHHS
 - 2. Public Health Assoc
 - 3. Allied health professionals organizations
 - 4. Bar Association
 - 5. Others as appropriate.
 - ii. Create mechanisms for
 - 1. Regular exchange of information
 - 2. Collaborative programs and advocacy efforts
 - b. Measures
 - i. Circulation of information
 - ii. Joint ventures
- 5. Identify/Transition staff leadership on departure of Exec VP through a timely, thoughtful, organized process that aligns the experience and skills of staff leaders with the needs and priorities of the organization.

- a. Strategies
 - i. Establish transition/search team
 - ii. Process as developed by transition team with oversight of Executive Committee
- b. Measures
 - i. Effective new leadership aligned to needs of NHMS

Content/Issue Priorities

- 6. Develop and support policies that promote public health
 - a. Promote healthy behaviors
 - b. Addressing substance use issues
 - c. Environmental issues
 - d. Strategies
 - i. Collaborate with other groups
 - ii. Continue visibility in the legislature
 - iii. Support the Public Health Task Force
- 7. Develop and support policies that enhance medical practice and care of patients.

Priorities

 - a. Jurisprudence issues (medical liability)
 - b. Universal healthcare including MH/SA parity
 - c. Work force issues
 - d. Reimbursement issues: P4P, SGR and others
 - e. Evidence based practice (academic detailing,
 - f. Strategies
 - i. Collaboration with appropriate organizations
 - ii. Continues visibility in the legislature
 - iii. Support the Legislative Task Force

Recommendations for Use of the NHMS Strategic Plan

The Strategic Plan should be a living and dynamic document that guides the work of our organization.

It is proposed that the vision, mission, values and general strategic goals of the NHMS Strategic Plan be reviewed on an annual basis by the Executive Council at a regularly scheduled meeting prior to each annual meeting, that suggestions for revision the document be considered, and the plan be reaffirmed with or without revision.

Every two to three years the Executive Committee should appoint a Task Force to establish Strategic priorities for the ensuing 2-3 years.