New Hampshire Medical Society
2011 Strategic Plan
May 2012 Update

The New Hampshire Medical Society [“NHMS”] Communications Task Force [“CTF”] held several meetings to make recommendations on which NHMS task forces, members or staff would be responsible for the execution of the strategic goals (detailed below).

Below is the recommendation to the CTF along with bulleted updates on the progress being made in each area.

1. Develop leadership in health system changes in New Hampshire;
   • This is an overarching goal with no specific action required.

2. By 2014 NHMS will have a robust portfolio of health policy related activities;
   • **OWNER:** NHMS Council, Health Disparities Task Force, Public Health Task Force and others depending on the initiative – all with staff input
   • **PROGRESS:**
     o Preliminary discussions with the Hanley Center in Maine and Wentworth-Douglass Hospital in Dover regarding physician leadership training;
     o UNH/NHMS Podcast Project – Signed an MOU for joint development of eight (8) 15-minute podcasts addressing areas of public health concern;
     o Grant Recipient from HPHC Foundation – Culture InSight of the HPHCF has awarded a technical support grant to a N.H. coalition – NHMS, Dartmouth Medical School, DHHS and Foundation for Health Communities – to create programs to improve cultural competence for N.H.’s current and future healthcare workforce;
     o Health Disparities Task Force – This NHMS task force will hold a strategic planning session facilitated by Culture InSight; and
     o Million Hearts Campaign – NHMS’ Public Health Task Force will begin focusing on this initiative, which was endorsed by the Council last December.
3. **Enhance/Grow Membership;**
   - **OWNER:** Staff Driven
   - **PROGRESS:**
     - As of April 30, 2012, NHMS has added 173 new members – approximately 100 more than budgeted;
     - Member Retention – Dues collection is ahead of pace in 2012 by approximately 5%. As of May 2012, 89.7% of full members have renewed (we budgeted a 95% renewal rate), 68.9% of second-year members have renewed (we budgeted an 80% renewal rate) and 90.6% of Emeritus members have renewed (we budgeted a 95% renewal rate); and
     - eCommerce – We are currently building our electronic membership renewal and membership application capabilities and anticipate a July 1, 2012, go-live date.

4. **Enhance engagement and develop networking capabilities with N.H. physicians and others;**
   - **OWNER:** Communications Task Force
   - **PROGRESS:**
     - A large part of this will be the new website, eNews Update and Twitter presence;
     - As part of this process, we expect to have the capability to track eNews Update usage “click” volume, etc.;
     - Our website will contain an eSurvey tool; and
     - We are on track for the rollout of these by Dec. 31, 2012.

5. **Minimize financial risk to NHMS: Assure organization’s financial viability;**
   - **OWNER:** Finance Committee
   - **PROGRESS:**
     - Management tools to monitor the budget have been implemented and continue to be refined to ensure their efficacy;
     - Alternative revenue streams have been proposed and will be presented in the coming months – most notably the NHMS Insurance Services, L.L.C.; and
     - eCommerce should enable NHMS to improve dues collection and new-member initiatives.

6. **Develop proactive agenda: Annual agenda to be developed by subcommittee and approved by council;**
• **OWNER(s):** NHMS Executive Committee, Council on Education, Legislative Committee and Public Health Task Force

7. **Enhance communications to members and the non-member physician community; and**
   - **OWNER:** Communications Task Force
   - **PROGRESS:**
     - New “NH Medical Society” email account to be established to read: [NHMedicalSociety@nhms.org](mailto:NHMedicalSociety@nhms.org). This will be similar to the [President@nhms.org](mailto:President@nhms.org) email account;
     - The “new” NHMS newsletter, *Physicians’ Bi-Monthly*, April/May issue has been mailed and includes our new look/feel;
     - Letterhead, business cards and envelopes with our new logo and color scheme have been delivered and
     - See item Number 4 for additional progress.

8. **Enhance networking capabilities: Creating connectivity toward achieving our strategic goals by enhancing physician self-worth and motivation, enhancing NHMS credibility and enhancing collaboration with like-minded groups.**
   - **OWNER:** Staff Driven