

Our Strategic Plan





Our Strategic Plan

Preface

Members of the 2023-24 AMA Alliance Board of Directors met in Davidson, North Carolina, August 4-6, 2023, to continue the work on the five-year strategic plan. Their main objective was to continue to develop the strategies and tactics associated with the framework presented to the board in July 2023. Plan of work for the first year, defined as 2022-23 (FY23), has been deemed complete.

Mission

To build healthier communities by connecting physician families and collaborating to educate and advocate.

Vision

To be a leading resource for health, wellness and related advocacy efforts for every physician family and community.

Core Values

- **Support**
The families of physicians need to be able to rely on each other for strength in meeting the challenges of the 21st century.
- **Educate**
The health issues facing communities today are complex. The AMA Alliance must play a major role in ensuring our members have solid information to become informed advocates for their families and their communities.
- **Respect**
The families who make up AMA Alliance are diverse in their experiences, cultures, ethnicities and religions. There is room under the AMA Alliance umbrella for the diversity reflected in the family of medicine, and respect for differences is essential.
- **Value**
We value our members and community partners and their unique contributions.
- **Empower**
As a national presence, AMA Alliance has the opportunity to provide our members with the tools they need to live happier, more productive lives and to make a difference in their communities through compassionate leadership.
- **Unite**
Whether it is at the local, state or national level, the voices of physician families need to be heard and AMA Alliance provides a shared platform for exploring issues and voicing opinions.





Our Strategic Plan

The Five Pillars

PILLAR I: Run an Effective National Alliance

- **Goal 1: Grow National Board Leadership**

Objective: Concurrently invest in personal education and development of individual national board members and potential members and develop a succession pipeline.

- **Goal 2: Empower Councils and Committees**

Objective: Ensure each council, committee, and task force is filled with qualified, capable, skill-matched, experienced and energetic thought leaders. Limit micromanagement of their work while still providing resources and support for their success.

- **Goal 3: Optimize Organizational Management**

Objective: Create an efficiently run national Alliance that shifts all yearly and day-to-day matters to the management company (AMC) to provide organizational continuity while also allowing volunteer leadership to focus more on strategic growth instead of having a new slate of leaders relearn operations and systems annually with leadership change-over.





Our Strategic Plan

The Five Pillars *(continued)*

PILLAR II: Provide Connectivity Opportunities Across Component Alliances

- **Goal 1: Improve Cross-communication and Collaboration**

Objective: Leverage national communication platforms to share best practices, provide transparency, and leverage resources among all Alliance levels for more efficient and collaborative outreach to Alliance members.

- **Goal 2: Provide Clear Protocols to Convert National Resources to Component Alliance Formats for Their Turn-key Use**

Objective: For any program tool kit developed by the national Alliance, components may be operationalized into resources that may easily be adopted by component Alliances for their use. The AMC can assist with scheduling and delivery of virtual sessions. We will continue to record sessions to develop an on-demand viewing library in the AMA Alliance Online Academy. Consider branding requirements to also promote the AMA Alliance but allow for co-branding as well.

- **Goal 3: Create Clearer Partnership/Collaboration Opportunities in Regional Meetings**

Objective: Approach regional meetings as collaboration opportunities where the AMA Alliance and component Alliances may provide resources to each other for event success while also using an event to increase opportunities to provide resources to and recruit new members.

- **Goal 4: Create Greater Cross-collaboration Presence for National and Component Alliances at State and National Meetings**

Objective: Strengthen the symbiotic and mutually beneficial relationship between national and component Alliances. Additionally, develop a cadre of trained liaison volunteers to build and maintain positive and productive relationships with component Alliance leadership.





Our Strategic Plan

The Five Pillars *(continued)*

PILLAR III: Create Component Alliance Resources

- **Goal 1: Offer Leadership Training/Development**

Objective: Host ongoing leadership training and development for all component Alliance leadership and develop core competencies for all Alliance leaders. Created content will populate the AMA Alliance Online Academy.

- **Goal 2: Reestablish the AMA Alliance Project Bank for component Alliance use**

Objective: Repopulate the AMA Alliance Project Bank and provide clear project descriptions, overviews, templates, etc.

- **Goal 3: Implement Membership Growth Partnerships**





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The Five Pillars *(continued)*

PILLAR IV: Create Resources for National Members

- **Goal 1: Convert or Create Component Resources Created by AMA Alliance to Resources for Individual, National Members**

Objective: For any program tool kit, convert these resources to be user friendly for individual National Direct Members who are not supported by a component Alliance. Explore Physician Family Experience Survey to create targeted resources for the individual National Direct Member.

- **Goal 2: Support Development of New State and/or Local Alliances**

Objective: Support the establishment of a local Alliance where five or more unaffiliated physician family members exist or a state Alliance where two or more county Alliances exist. Leverage ambassadors and regional reps to assist in initial steps.





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The Five Pillars *(continued)*

PILLAR V: Continue and Create AMA Alliance Sustainability Through Affiliate Alignment and Opportunities

- **Goal 1: Strengthen AMA Alliance Relationships, Partnerships, Collaboration and Mutual Support with AMA Alliance Affiliates**

Objective: Continue development of liaison volunteers to build and maintain positive and productive relationships with sister AMA Alliance affiliates AMA, AHEI and AMAF.

- **Goal 2: Develop National Strategic Partnerships**

Objective: Leverage the AMA Alliance's national footprint and influence of membership base to secure national strategic partnerships that share AMA Alliance mission goals for the organization as a whole as well as for individual projects and events.

- **Goal 3: Develop National Sponsorship and Advertising Relationships**

Objective: Leverage the AMA Alliance's national footprint and influence of membership base to secure national sponsorship and advertising relationships to support the organization as a whole as well as for individual projects and events. This goal is critical to the development of sustained growth for the AMA Alliance beyond a membership model by focusing more on nondues revenue income.

