

**Strategic Plan of the American College of Preventive Medicine  
(Adopted by the ACPM Board of Regents, November 16, 2003)**

**VISION**

Leadership in the science, policy, and practice of preventive medicine

**MISSION**

To serve as the leader for the specialty of preventive medicine, which encompasses general preventive medicine, public health, occupational and environmental medicine, and aerospace medicine. ACPM seeks to improve population health status through evidence-based disease prevention and health promotion research, policies, practices, and programs.

**Background**

The American College of Preventive Medicine (ACPM) is the national professional society for physicians who specialize in preventive medicine. ACPM's 2,000 members are engaged in preventive medicine practice, teaching, and research. Preventive medicine specialists are uniquely trained in both clinical medicine and public health. They practice in a variety of health settings—including state and local health departments, federal agencies, hospitals, health plans, community and migrant health centers, industrial sites, occupational health centers, academic centers, private practice, and the military.

ACPM carries out its mission by: disseminating preventive medicine information, including sponsoring the *American Journal of Preventive Medicine*; offering continuing medical education opportunities, including the *Preventive Medicine* annual meeting series and on-line CME Center; developing evidence-based policy statements and guidelines; advocating for public policies consistent with the scientific principles of the specialty; and undertaking career development activities for preventive medicine specialists.

This strategic plan reflects the outcome of an eight-month deliberative process led by an ACPM Strategic Planning Task Force and involving extensive input from the ACPM membership. The task force developed a membership survey, hired a strategic planning consultant, constructed a process for conducting stakeholder interviews, and forged the agenda for a leadership and staff retreat.

The plan identifies key ACPM strategic priorities and objectives for 2003 to 2007.

**Strategic Priorities and Objectives**

Two key themes emerged from ACPM's strategic planning process. First, ACPM must reaffirm its core identity with the specialty of preventive medicine and as an association of and for board-certified physicians, especially those board-certified in preventive medicine. Second, ACPM should expand its advocacy and outreach activities to promote preventive medicine to policy

makers, other health professionals, and the general public. It was these two themes that provided the fundamental framework to define and operationalize ACPM's basic roles and strategic priorities, as presented below.

Note that not all of the goals and objectives are of equal priority. Further operational planning will result in ACPM targeting allocating more resources to some objectives than others. In addition, several of the objectives will require new funding from external sources.

## **1 Market the value of Board-certification in preventive medicine to the medical and public health community at-large and to current and prospective physicians**

- 1.1. Increase the attractiveness of preventive medicine as a profession by enhancing the visibility of the specialty and increasing employer demand for preventive medicine physicians
- 1.2. Operate a preventive medicine jobs web site that facilitates the job-seeking efforts of preventive medicine physicians
- 1.3. Help preventive medicine physicians make informed decisions about career paths by conducting surveys of preventive medicine physicians' job functions, salaries, and the relevance of preventive medicine training to job performance
- 1.4. Collaborate with medical schools to enable medical students, particularly MD/MPH students, to learn about preventive medicine and the value of Board certification in preventive medicine

## **2 Increase the value of ACPM membership by providing easy access to Maintenance of Certification credit**

- 2.1. Ensure that all ACPM educational offerings are approved for MOC
- 2.2. Market ACPM's MOC offerings to all ACPM members with time-limited certification in preventive medicine
- 2.3. Use MOC to encourage all preventive medicine physicians, and particularly those with time-limited certification, to join ACPM

## **3 Provide high quality Continuing Medical Education offerings that promote excellence in preventive medicine**

- 3.1. Operate a Continuing Medical Education program that exceeds the requirements of the Accreditation Council on Continuing Medical Education
- 3.2. Offer CME that covers topics across the many competencies of preventive medicine
- 3.3. Continue to convene and improve the *Preventive Medicine* annual meeting, already the premiere conference in preventive medicine
- 3.4. Continue to convene and improve the Preventive Medicine Review Course
- 3.5. Market CME offerings in systems-based practice and in other general physician competencies to physicians in other medical specialties

## **4 Strengthen advocacy for preventive medicine residency programs**

- 4.1. Seek to revise existing Medicare policy to allow Medicare GME reimbursement for preventive medicine residency programs.
- 4.2. Identify and pursue additional federal support for preventive medicine residency training slots through Title VII and other legislation
- 4.3. Promote the replication of innovative models of preventive medicine residency training that are likely to attract physicians to preventive medicine and/or that have successfully obtained Medicare GME support.
- 4.4. Seek funding for and develop a tracking system that will monitor recruitment, placement, and professional advancement of preventive medicine residents and graduates.

## **5 Develop a Center for Preventive Medicine (CPM) whose primary purpose is to promote preventive medicine to non-ACPM members**

- 5.1. Develop a business plan that outlines the CPM's structure and activities and that identifies funding strategies
- 5.2. Use the CPM to increase visibility and credibility of ACPM specifically and preventive medicine generally
- 5.3. Leverage the expertise of ACPM members to offer unique and useful information resources
- 5.4. Use the CPM to build support for policies that promote primary and secondary prevention
- 5.5. Use the CPM to build partnerships with other preventive medicine organizations