



American College of Preventive Medicine
physicians dedicated to prevention

Strategic Plan 2011

Adopted by ACPM Board of Regents – November 14, 2011

MISSION STATEMENT

As the leader for the specialty of Preventive Medicine and physicians dedicated to prevention, ACPM improves the health of individuals and populations through evidence-based health promotion, disease prevention, and systems-based approaches to improving health and health care.

STRATEGIC GOALS AND OBJECTIVES

Goal 1. Promote the specialty of Preventive Medicine and Preventive Medicine physicians to assure an appropriate supply and demand of properly trained physicians to deliver effective and efficient health and health care.

- 1.1. Secure a stable funding source for Preventive Medicine residency training through advocacy in the legislative and executive branches.
- 1.2. Enhance the standing of Preventive Medicine among the ABMS-certified specialties through GME advocacy and effective medical student outreach.
- 1.3. Promote Preventive Medicine and PM specialists as experts in systems-based and population-based medicine among organized medicine, employers, and federal/national advisory and policy making bodies.
- 1.4. Promote and advance the requisite clinical expertise and health system value of population medicine practice in context of today's state regulatory environment to assure full, unrestricted licensure for Preventive Medicine physicians.

Goal 2. Promote the advancement of scientific knowledge in preventive medicine and establish ACPM as the recognized leader for professional, multi-disciplinary, and public education, collaboration and communication in the areas of preventive medicine and public health.

- 2.1. Inform and engage consumers in health promotion and wellness strategies through a "direct to consumer" approach leveraging the recognition and stature of ACPM.
- 2.2. Promote, advance and optimize the delivery of evidence-based clinical preventive services, including competencies in lifestyle medicine.
- 2.3. Advance health systems improvement through emphasis on prevention and systems-based delivery innovations which improve the effectiveness and efficiency of health care.
- 2.4. Improve employer, organizational and individual health performance and productivity through leveraging ACPM members, their expertise and the population-based programs they deploy and develop.
- 2.5. Provide the physician voice for the social determinants of health, promote community supports and linkages that foster healthy behaviors, and reduce patients' and overall community risk for disease.

Goal 3. Enhance member value by serving as the primary source for members to meet their professional needs, including but not limited to CME, MOC, MOL, career development and practice tools.

- 3.1. Provide abundant opportunities for members to acquire and improve their preventive medicine competencies, knowledge and skills, meet their credentialing requirements, and advance their professional career trajectories through high-quality GME, CME, MOC, and MOL support and offerings.
- 3.2. Increase opportunities for members to network/engage with preventive medicine colleagues and peers to share experiences, best practices, and perspectives through in-person interaction, on-line social media, and other effective modes of communication.
- 3.3. Create and deliver appropriate practice tools, resources, and quality improvement supports to meet the practice needs of members specific to their professional setting/sector.

Goal 4. Maintain and enhance the institutional stature and credibility of ACPM, professionally, financially, and politically, in order to maximally achieve its mission and goals.

- 4.1. Create a long-term, sustainable business plan (e.g., membership growth, new product development, etc.) for the College to assure adequate and reliable revenue streams to support ACPM's infrastructure and core programs.
- 4.2. Assure organizational effectiveness through strong operations, continuous maintenance of a competent and committed staff, efficient internal policies and procedures, and a robust IT system.
- 4.3. Set the standard and assure the highest level of ethics and professionalism for ACPM in its organizational and business practices as well as for the membership in the practice of preventive medicine.