



American College of Preventive Medicine
physicians dedicated to prevention

Chief Executive Officer

POSITION PROFILE

This profile provides information about the Chief Executive Officer for the American College of Preventive Medicine and is designed to assist individuals in assessing their interest in and qualifications for the position.

Applicants should submit a cover letter and resume to careers@acpm.org. To learn more about ACPM, go to www.acpm.org/. Applications will be accepted until November 1, 2024.

About ACPM

Founded in 1954, the American College of Preventive Medicine (ACPM) is a professional medical society representing more than 2,000 preventive medicine physicians who manage, research, and influence population health. The mission of ACPM is to represent and support preventive medicine physicians in their role as public health and health systems leaders. To accomplish the mission, ACPM:

- ❖ Advances the practice of preventive medicine throughout public health and healthcare delivery systems;
- ❖ Demonstrates the value of preventive medicine as critical to health and healthcare, and to averting crises;
- ❖ Advocates for preventive medicine and preventive medicine physicians in health systems and health policy;
- ❖ Fosters and facilitates career opportunities for preventive medicine physicians;
- ❖ Assures the availability of high-quality residency training of preventive medicine physicians; and
- ❖ Develops and provides educational programs for preventive medicine physicians and colleagues in population, community, and individual prevention

Based in Washington, D.C., ACPM has a staff of 14 and a budget of \$7.3 million. ACPM is governed by a Board of Regents comprised of executive officers and at-large members elected by the full membership.

About the Specialty

Preventive medicine is a unique medical specialty that addresses the health of individuals, communities, and populations. Preventive medicine involves the assessment of population health and healthcare needs, clinical primary care, the development of policy and strategy, the promotion of health, the control and prevention of disease, and the organization and financing of healthcare systems and services. Preventive medicine is the medical specialty for public health. Preventive medicine specialists are licensed physicians (MD or DO) who possess core competencies in a wide range of medical, social, economic, and behavioral science fields, including the essential public health services and innovative solutions to health problems and healthcare systems challenges. Preventive medicine physicians train in accredited preventive medicine residency programs and are board certified by the American Board of Preventive Medicine. Preventive medicine physicians practice in a wide range of sectors and settings, and ACPM fellows are sought-after leaders in local, national, and international health sectors.

POSITION DESCRIPTION

As the chief executive of the American College of Preventive Medicine (ACPM), the Chief Executive Officer:

- ❖ Influences the value that public health and health systems as well as policy makers place on the leadership role of preventive medicine physicians to promote healthy lifestyles, disease prevention, and public health;
- ❖ Represents and supports preventive medicine physicians in their roles as public health and health system leaders while developing pathways for new opportunities and health system innovations;
- ❖ Embodies our core values: prevention is our business; science is the basis of preventive medicine; our membership is our strength, and that ACPM is positioned for the future; and
- ❖ Builds on the history and success of ACPM.

The Chief Executive Officer reports to the ACPM Board of Regents and serves as an *ex-officio* member of the Board. The Chief Executive Officer works closely with the Board to establish and execute its goals and strategies. The Executive Committee of the Board (President, President-Elect, Treasurer, Secretary) evaluates the performance of the Chief Executive Officer.

Immediate Priorities

Creating Value for Members: ACPM is committed to delivering exceptional value to its members by offering tailored services, resources, and benefits that meet their evolving needs. By enhancing member satisfaction and engagement, ACPM aims not only to retain its existing members but also attract new ones, thereby expanding its membership base. The Chief Executive Officer shall develop and execute winning strategies including new areas that align with ACPM's mission and forge greater voice and impact.

Fostering A Vibrant Community: ACPM provides a welcoming community for preventive medicine physicians and other ACPM stakeholders and offers member experiences and opportunities characterized by inspiration, energy, and creativity. The Chief Executive Officer will develop strategies and execute plans to strengthen the leadership and culture of the organization to ensure that the ACPM community thrives, with continuous improvement in net promoter scores and member engagement with clear advances in retention rates.

Driving Revenue through Partnerships and Innovation: Strategic partnerships and innovative business models are cornerstones of ACPM's revenue strategy. ACPM collaborates with key players in all areas of health systems (public and private) and leverages its expertise, resources and voice. ACPM is exploring other innovative business models and opportunities to strengthen the financial foundations of the College. The Chief Executive Officer will develop partnerships and support new operating models that enable ACPM to create new revenue streams.

Amplifying the ACPM Brand: To ensure the continued growth and relevance of the ACPM brand, the Chief Executive Officer will employ innovative marketing and engagement strategies tailored to a variety of audiences. By utilizing innovative methods to reach and connect with its target audience, ACPM will increase brand visibility, strengthen its market position, and foster deeper relationships with its members and partners. Further, ACPM will bolster the position of preventive medicine physicians as valued resources for the nation.

Responsibilities

On behalf of the ACPM Board of Regents, the Chief Executive Officer will have the following responsibilities.

Strategy: The Chief Executive Officer leads short- and long-term strategy development and implementation for ACPM. First year success factors:

- ❖ A refreshed strategic plan that incorporates current trends, opportunities, and threats in the U.S. health and healthcare system and ensures active engagement of internal and external stakeholders.
- ❖ An implementation plan that identifies high priority activities, timelines and methods to achieve key identified priorities, and progress and success measures.

Partnerships: The Chief Executive Officer serves as the face and voice of ACPM to cultivate and maintain key relationships with industry groups, non-governmental organizations, professional societies, federal agencies, corporations, and foundations to advance ACPM's strategic plan. First year success factor:

- ❖ A plan that identifies key areas of partnership expansion, including implementation framework that identifies priorities, methods and timelines for activities and evaluates the value of planned and current partnerships.

Business Development: The Chief Executive Officer drives long-term programmatic business planning for ACPM that leverages its strengths, addresses the needs of the membership, and identifies non-dues revenues and funding opportunities. First year success factor:

- ❖ An evaluation of current business lines and recommendations for innovative and high-visibility new business lines that advance ACPM's goals.

Education Program Development: The Chief Executive Officer oversees education programs that address the needs of the specialty of preventive medicine. First year success factor:

- ❖ An evaluation of current educational products, including ACPM website and learning platform design from the user's perspective.
- ❖ Recommendations for new content and innovative instructional design and delivery that will address current issues in the specialty in the context of modern medical practice.

Membership Growth and Engagement: The Chief Executive Officer provides a strong value proposition for membership and member engagement to grow ACPM's membership base. First year success factor:

- ❖ A 10% increase in membership.

Operational Leadership and Financial Management: The Chief Executive Officer oversees ACPM's infrastructure. The Chief Executive Officer recruits, hires, trains, develops, and mentors personnel. The Chief Executive Officer oversees ACPM's \$7.3 million budget to assure transparency to the board, compliance with legal standards and granting agency requirements, strong financial health, and stability of ACPM resources. First year success factor:

- ❖ A demonstrated culture of continuous improvement, high performance, job satisfaction, and innovation.

Communication and Advocacy: The Chief Executive Officer develops and leads a comprehensive communication and advocacy program for ACPM to broaden the influence and visibility of ACPM and the profession of preventive medicine in the U.S. public health and healthcare system. The Chief Executive Officer oversees public relations, policy and position statement development, advocacy activities, and member communications to assure appropriate alignment with ACPM's strategy and goals. First year success factor:

- ❖ A communication and messaging plan aligned to the strategic plan.

ESSENTIAL QUALIFICATIONS

Candidate Profile

The Chief Executive Officer position requires a visionary and committed individual who will serve as the voice and face of a professionally diverse and highly skilled membership organization.

The successful candidate will project a dynamic, strategic, and confident manner and presence, and will be articulate, polished, and professional. The Chief Executive Officer must be an agile learner, curious, able to deal with ambiguity, and able to quickly adapt to new challenges. In today's U.S. public health and healthcare environment, the Chief Executive Officer must be driven to stay in the forefront of our nation's health issues, regulatory environment, and opportunities/challenges to fulfill our goals and serve our members.

Educational Qualifications and Experience:

Preference will be given to qualified candidates with:

- ❖ At least a master's-level education
- ❖ A career record of progressively responsible and diverse experiences in senior-level health system roles with sustained results in the area of health and healthcare policy
- ❖ Community, nonprofit, government, and/or association management with proven and sustained results

Prior experience leading a membership organization and/or non-profit organization is desirable. Candidates with established networks across the full health ecosystem are preferred. Physician candidates, certified by the American Board of Preventive Medicine, or working in the field of preventive medicine and willing to progress to ABPM certification, are encouraged to apply. The Certified Association Executive (CAE) designation is considered a plus.

Competencies:

Setting Strategy: Visionary leadership with a global perspective and demonstrated ability to inspire and engage an entire organization and its partners in achieving its mission are essential qualifications. The successful candidate will be able to influence national health policy and engage with regulatory and policy-creating bodies. The candidate will be ready to position the organization to address trends, opportunities, and threats, to think expansively, facilitating innovative solutions to society's most pressing challenges, and to raise the public profile of the organization. The successful candidate is ambitious and persistent, tackling major issues and offering new ideas and a strategic framework for systems-level change, with a demonstrated ability to see priorities through to completion.

Leading and Building Teams: The successful candidate must be able to demonstrate superior ability and skill in organizational leadership and management, including fostering internal and external team- and culture-building, understanding and addressing complex holistic interdependencies, analyzing issues, making decisions, thinking strategically, and exhibiting a high degree of emotional intelligence. This position also requires an individual who demonstrates an established record of strong collaborative leadership and high-performance team development that strengthens the connections between members and other critical stakeholders to drive desired results. The successful candidate must be an effective listener and relationship builder and have the courage of conviction,

self-confidence, and poise to work effectively with all levels of the organization. The Chief Executive Officer must be service-oriented, viewing members as customers.

Industry knowledge and experience: Demonstrated ability to clearly articulate the specialty of preventive medicine, as well as the current and potential role of the specialty of preventive medicine in the U.S. health system, and an understanding of population and public health, healthcare systems, and payor complexities is essential. Experience leading programmatic and educational activities in preventive medicine and public health, and knowledge of ACCME accreditation standards and guidelines are desirable. Knowledge of licensure, board certification, and maintenance of certification issues, both generally and specific to preventive medicine, is desirable. Understanding of residency accreditation requirements and processes, residency funding and GME mechanisms, both generally and specific to preventive medicine, is also desirable.

Interpersonal Skills: The successful candidate will be a consensus builder among diverse constituencies with demonstrated ability to build, maintain, and manage relationships with superiors, peers, partners, constituents, customers, and staff. Executive presence coupled with the ability to drive change through influence is required. Also required are demonstrated abilities to: build and leverage networks; engage, collaborate, and partner with high-level officials and executives in a broad range of public health and healthcare organizations; proactively identify and build consensus among diverse constituencies, foster team building, and manage expectations; quickly build credibility with College members and affiliated organizations; and engage key national leaders on preventive medicine issues and College goals.

Communication Skills: Demonstrated excellence in both written and verbal communications are essential. The successful candidate must have experience in communicating effectively with all organizational levels and with a wide variety of stakeholders. Specifically, the successful candidate must be able to demonstrate a facility with effectively communicating about the specialty of preventive medicine as well as complex health, healthcare, and health policy issues with a wide variety of audiences.

Motivation: A demonstrated commitment to the specialty of preventive medicine and a desire to increase the visibility and influence of ACPM in public health and healthcare systems is essential. We are seeking an individual motivated by the opportunity to engage and harness the energy and commitment of our 2,000 members and fellows, grow our membership, and increase the impact of the specialty of preventive medicine in the transformation of health systems from a focus on disease to a focus on prevention, wellness and population and public health.

Work Environment and Physical Demands: The Chief Executive Officer position is based at the College headquarters office in downtown Washington, D.C. The job functions are largely office-based. However, advocacy and engagement strategies will require the ability to travel throughout the national capital region and the country to attend meetings. Travel away from Washington, D.C., is approximately 25%.

Compensation: Compensation will be commensurate with the educational and experiential background of the successful candidate.

CHALLENGES AND OPPORTUNITIES

In today's environment, the complexity and diversity of health, public health, and healthcare issues dominate the national dialogue. The role of ACPM is crucial to advancing policies and initiatives to improve the health of our society. As a membership organization, ACPM also provides leadership in professional education and the enhancement of preventive medicine standards for and on behalf of our members.

Opportunities: Based on an online survey of key association stakeholders, the following were identified as significant opportunities for ACPM moving forward:

- ❖ Serving an important role in educating the public and policymakers about preventive medicine and public health, and engaging all in addressing health, public health, and healthcare challenges.
- ❖ Expanding the pipeline for preventive medicine by providing training and education opportunities.
- ❖ Partnering with private and public organizations to raise public and population health issues and provide thought leadership on ways to address them.
- ❖ Demonstrating the impact of preventive medicine physicians in public health and healthcare system transformation.

Many ACPM services, activities, and programs are highly valued by stakeholders, including:

- ❖ ACPM leadership in helping physician members advocate for federal funding.
- ❖ Support for membership-led committees.
- ❖ Educational services including the annual meeting and CME/MOC opportunities.
- ❖ Support for graduate and undergraduate medical education.
- ❖ Serving as a national platform and presence to influence both population-based and clinical practices to improve health and care.

Challenges: As a visionary leader and consensus builder, the next Chief Executive Officer will be fully prepared to address organizational challenges identified by stakeholders, including:

- ❖ Raising the visibility of the ACPM brand and advancing awareness of the preventive medicine specialty within Congress, the Administration, organized medicine, the public sphere, and private organizations and employers committed to health.
- ❖ Advocating for preventive medicine funding and strong public health policy.
- ❖ Navigating a complex healthcare landscape.
- ❖ Focusing on membership recruitment and retention and devising effective strategies to enhance member engagement.
- ❖ Creation and expansion of the emerging practice of lifestyle medicine to treat existing diseases
- ❖ Improving partnerships with other medical and non-medical specialties and organizations.