

# ACPM Strategic Plan

PRIORITIES AT-A-GLANCE

MAY 2018–MAY 2019



American College of Preventive Medicine  
physicians dedicated to prevention

## VISION

Public health and health systems value the leadership role of preventive medicine to promote healthy lifestyles and population health.

## MISSION

The mission of ACPM is to represent and support preventive medicine physicians in their role as public health and health systems leaders.

To do this we:

- Advance the practice of preventive medicine
- Demonstrate the value of preventive medicine
- Develop educational programs for physicians
- Advocate for preventive medicine
- Foster career opportunities
- Assure residency training

## CORE VALUES

- Prevention is our business.
- Science is the basis of preventive medicine.
- Our membership is our strength.
- ACPM must be positioned for the future.

## GOALS

**Expand and enhance preventive medicine educational and practice tools, health programs, and advocacy.**

*PRIORITY 2018–2019*

## STRATEGIES + OBJECTIVES

- Develop and maintain educational tools that directly improve preventive medicine practice for high priority topics and for the full career cycle of a preventive medicine specialist
  - » Implement a new learning management system
  - » Establish a new educational development infrastructure plan
- Develop and act on a policy and advocacy agenda that directly responds to the greatest current preventive medicine challenges and remains flexible to address issues as they arise
  - » Implement innovative policy and advocacy tactics for four priority policy issues

- Develop prevention programming that will directly impact health outcomes for high priority topics and public health needs

IMPROVE HEALTH

**Raise the visibility and understanding of the specialty of preventive medicine.**

*PRIORITY 2018–2019*

- Define the practice of preventive medicine in terms of what it is, who it includes, and why it is critical in today's health environment
  - » Establish a definition of preventive medicine
- Market preventive medicine among external customers, including students, physicians, medical societies, employers, policymakers, and the public
  - » Increase visibility, membership, and job creation in two high priority markets

- Promote the definition of preventive medicine among its practitioners and colleagues in prevention

ADVANCE THE PROFESSION

**Ensure a sustainable preventive medicine workforce.**

- Identify and act on innovative preventive medicine residency funding opportunities
- Advocate for current preventive medicine residency funding to continue or increase
- Encourage medical students and physicians in other specialties to pursue preventive medicine residency training and/or board certification

**Grow the College by demonstrating the value of membership.**

- Create meaningful engagement opportunities for all stages of preventive medicine careers and College membership
- Improve the College's continual understanding of what its members value from their professional society and develop responsive benefits
- Identify and recruit new members from the variety of preventive medicine practice settings, subspecialties, and related fields identified through the course of defining "preventive medicine" more broadly

STRENGTHEN THE COLLEGE

**Pursue organizational excellence.**

- Ensure staffing excellence through recruiting, performance management, and mentoring
- Create opportunities for professional growth and leadership for member volunteers at the workgroup, committee, and Board of Regents levels
- Ensure financial well-being and security through a program of diversification of income sources and business lines