## ACPM Strategic Plan

**PRIORITIES AT-A-GLANCE**

**MAY 2018–MAY 2019**

### 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

**PRIORITY 2018–2019**

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

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

3. **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

4. **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

5. **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

### 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

- 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

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