

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.

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.

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

GOALS

STRATEGIES + OBJECTIVES

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

PRIORITY 2018–2019

- 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