

Mendocino Lake County Medical Society Strategic Plan Key Focus Areas

Membership

Create new opportunities to educate, participate, and impact outcomes

Survey Results	Goals	Strategies	Resources
<ul style="list-style-type: none"> Commitment to Profession (100.0%) Opportunity for Colleague Interaction (90.0%) 	Active Recruiting	<ol style="list-style-type: none"> Develop board & member candidate Matrix. Identify/pursue those with high potential. Poll non-members for obstacles to joining and resolve high priority concerns. Schedule communications including written invitations and personal visits. Ask each current Board Member to recommend and connect with 1 or 2 candidates. Expand reach of <i>News Briefs</i> to engage non-members and report successes of medical society. Create high impact, short term projects which require only 1 or 2 meetings to engage inactive/non-members Develop new physician mentor/buddy program to welcome new physicians. Post Board/Committee Minutes/Strategic Objectives on website. Announce in News Briefs. Perform annual member assessment of satisfaction/ suggestions. Develop retention program to engage current members. 	<p>Board President</p> <p>Board Members</p> <p>ED</p>
<ul style="list-style-type: none"> Professional Development (62.5%) Personal Growth (37.5%) 	Enhance communication systems	<ol style="list-style-type: none"> Develop website functionality to become primary communications portal. Create format and process for providing information to physicians, hospital med. staff, community clinic medical directors, medical group meetings, community leadership, political representatives, and media. Host Educational Forums for physicians including a social component. Identify process for soliciting new issues and priority projects MLCMS may want to consider. Alert members to new issue-related information posted on website. Create format to report status of MLCMS goals, objectives and activities. 	

Physician Advocacy

Raise professional visibility and create cohesive political force to inform and lobby for member issues.

<ul style="list-style-type: none"> • Protection of physician rights/powers. • Improve reimbursement. • Developing a vision for health reform. • Opportunity to Affect Legislation (77.7%) 	<p>Advance MLCMS's legislative advocacy for physician and patient-physician issues.</p>	<ol style="list-style-type: none"> 1. Provide physicians training on legislative processes and how to advocate for change legislatively. 2. Educate physicians on important legislative issues, to advocate for reform, and actions they can take (MICRA, Pay for performance, Medicare GPCI/SGR, MediCal, MBC, etc). 3. Educate physicians of important legislative issues, to advocate for reform, and actions they can take (MICRA, Pay for performance, Medicare GPCI/SGR, MediCal, MBC, etc). 4. Encourage physicians to participate in Legislative Committee activities. 5. Host Candidate breakfast/lunch meeting. 6. Recruit and identify physician 'Key Contacts' with local legislators. 7. Inform community and media of important legislative issues and actions they can take. 8. Encourage physicians to become more involved in MLCMS/CMA-related business. 9. Identify potential leaders and assign leadership to engage in leadership recruitment activities. 	<p style="text-align: center;">Board President</p> <p style="text-align: center;">Board Members</p> <p style="text-align: center;">ED</p>
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Community Partnership & Advocacy

Select critical projects to serve as rally point to advance mission-focused causes and partner with community resources on high-impact healthcare-related projects.

<ul style="list-style-type: none"> • Supporting public program for health. • Leadership in the local community. • Coordinating care regionally. 	Create comprehensive public relations strategy	<ol style="list-style-type: none"> 1. Draft MLCMS Public Relations Plan. 2. Routinely offer Press Releases to media outlets and partner organizations. 3. Develop Media kit 4. Hold “Media Open House” to orient reporters/editors to MLCMS and Leadership 5. Offer media training to leadership. 	<p>Board President</p> <p>Board Members</p>
	Increase community education on issues affecting the care and well-being of patients	<ol style="list-style-type: none"> 1. Create format to provide timely information to community leadership, political representatives, and media on legislative issues. Use models of Press Releases for member organization (CMA, AMA, AAFP, WHO, CDC, etc.) 2. Publicize activities benefiting community health (healthcare reform, coverage for kids and un-/under insured, immunizations, obesity, diabetes, smoking, domestic violence). 3. Provide information about physicians, their practices, languages spoken, etc. 	
	Collaborate with community health care leadership to become more involved in health care efforts	<ol style="list-style-type: none"> 1. Encourage physician involvement in issues of prevention and community health (smoking ban, obesity, built community, drug free babies, etc.) 2. Identify physician volunteer opportunities and inform membership. 3. Publicize “good works” by member physicians. 4. Provide education on physicians’ role in disaster/pandemic preparedness planning. 	