

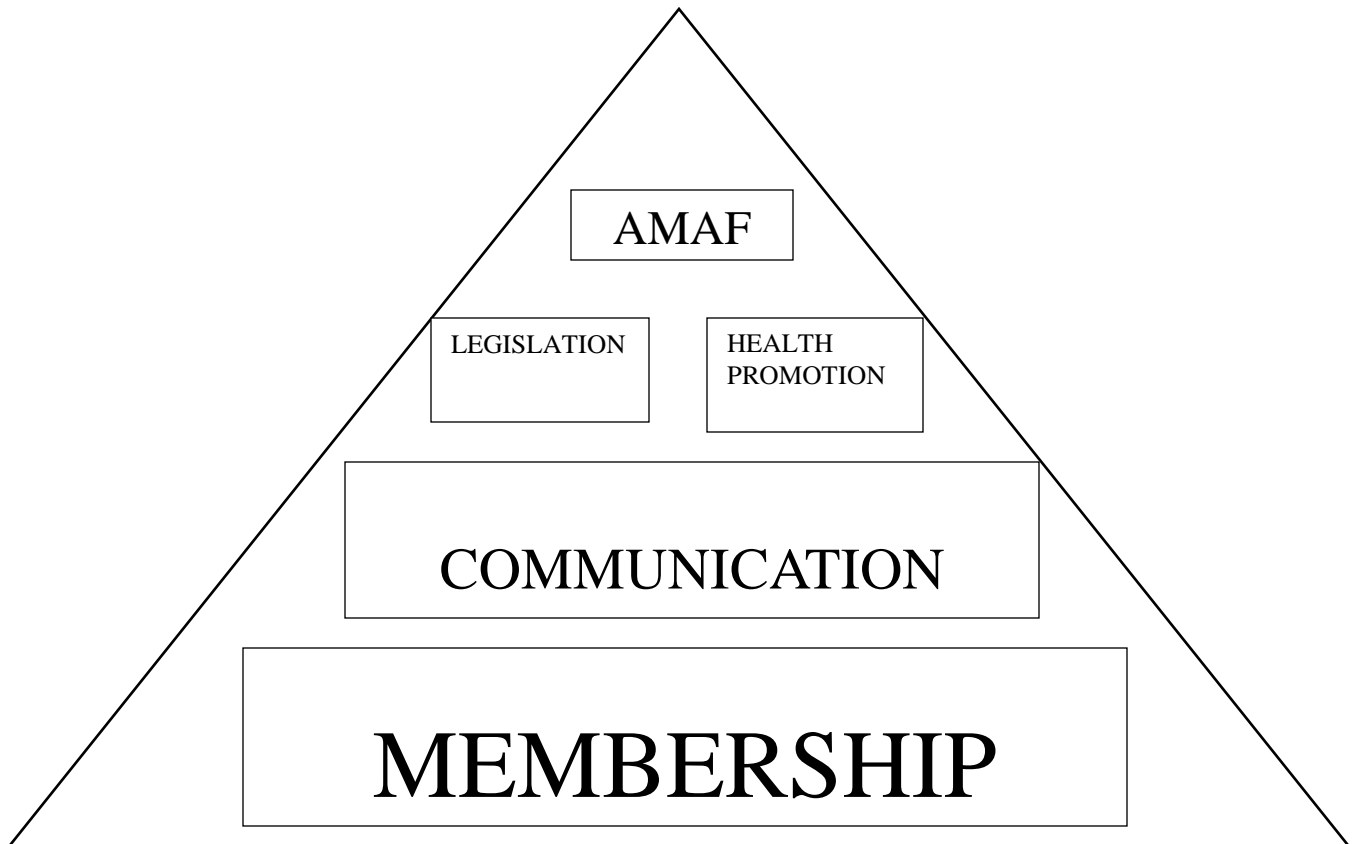
Strategic Planning Report for 2011

Thank you to all who participated in the Strategic Planning Discussion. We did good work and now our job is to follow through with plans made.

Mission Statement

The mission of the Tennessee Medical Association Alliance is to partner with physicians to promote the good health of Tennessee and support the family of medicine.

We agree that our mission statement still works. And that the tag line, **Building Health Communities**, helps to define what we do as an Alliance.



Reading our pyramid bottom to top, Membership (along with Communication) was considered the most important part of our focus areas, as without membership we cannot do the good work of the Alliance.

MEMBERSHIP/COMMUNICATION

- The state membership vice-president to stay in contact with county chairs
 - Personal phone calls
 - Utilize the AMAA tool kit
 - Address different membership segments, i.e. resident/medical student spouses, and Members-at-large.
- TMAA should encourage and provide training
 - State meetings, Leadership Development in Chicago, and the Southern Regional AMAA meetings.
 - TMAA to provide some financial assistance with for out of state meetings.
- Keep website current!
 - To be done by TMAA webmaster, TMAA President, Focus VP's, and Staff Secretary.
 - Membership application to be online.
- More Social Media-i.e. Facebook
 - An *ad hoc* committee is to be formed to address website and social media, please contact TMAA Barbara Blanton if you are willing to serve on this important committee.
- State and County Alliances should look for ways to support resident/medical student spouses.
- State and County Alliances should look for ways to address opportunities for Members At Large (MAL to be actively involved).
 - Include in *Newsline* and Volunteer Voice projects and opportunities for MAL
 - List events and meetings state-wide so they can attend activities close to them.
 - County Alliances actively (personal contact) include Members-at-large/or eligible spouses in surrounding counties in their Alliance activity.
- Furnish county medical societies and hospital recruiters with alliance membership info to include in the packet that goes to new physicians in the area.
- Social/networking time to be built into meeting time.
- State Alliance to find ways for county alliances to share program and project ideas.
 - Through the *Newsline*, and time at state meetings.
- Obtain as many email addresses as possible.
 - Staff secretary will work with County-Presidents to obtain these.

Health Promotions

- Health Promotions Vice President to stay in contact with county HP Chairs,
 - Aid them in finding information on Health Projects
 - AMAA resources/website/Project Bank
 - Follow-up with counties, post grant awards, to see if they need assistance.
- Track what Health Promotion projects are being done using the TMA/TMAA Health Grants.
- Communicate Health Projects being done across the state.
- Develop a TMAA state project or emphasis—stick to it for at least 3 years.
 - Consensus was that emphasis be Safe Disposal of Drugs. With Childhood Obesity coming in a close second.
 - Website for more info on Safe Disposal
<http://www.medchi.org/about-medchi/alliance/safe-disposal-medicine>
- Investigate other resources/agencies/organizations for possible partnerships for Health Projects.

Legislation

- Legislative VP and the TMAA representative to the TMA Legislation Committee to be in communication with county legislative chairs.
 - Email, phones calls and possible webcasts when legislative issues arise.
- Encourage members to read *Legistat: Capitol Hill Update*
 - Provided by the TMA Office of Governmental Affairs to all TMAA members we have email addresses for.
- Encourage Alliance members and Physicians to attend PITCH.
- Provide members with list, or ways to obtain a list, of legislators.
- Encourage members to sign up for AMA Grassroots network.
- Promote Voter Registration Projects
 - Hospitals, High Schools

- Where possible, work with the Medical Society Executives/MD.
- Promote membership in IMPACT

American Medical Association Foundation

We did not discuss the AMAF in detail, as we felt we do that well. (Better than any other state for 30 plus years!).

We did vote to donate funds from the TMAA Thanksgiving Sharing Card to the AMA Alliance Grassroots Honor Fund. This will be a permanently endowed fund within the AMA Foundation that will award a \$10,000 scholarship annually to a 4th year medical student. The recipient of this scholarship will have an interest in and commitment to women's and/or children's health issues through volunteer activities and/or research initiatives.

Final recommendations from Strategic Plan Presenter

Keep in mind that these points were made to get us closer to the mission of TMAA. If not, why are we doing them?

TMAA president should request that the Focus VP's report in January on their ability to meet tasks assigned.

The ad hoc committee on Social Media should be formed as soon as possible.