



# MINNESOTA ACADEMY OF FAMILY PHYSICIANS

## 2015 – 2017 STRATEGIC PLAN

In service to our members, this new three-year Strategic Plan responds to the opportunities that lie ahead for Minnesota Academy of Family Physicians in a rapidly changing and challenging family medicine environment. The Board of Directors and staff believe it positions the Academy for continued growth and success and leverages the unique capabilities, perspectives and talent of our members and our organization.

### **Mission:**

*The Minnesota Academy of Family Physicians promotes the specialty of family medicine in Minnesota and supports family physicians as they provide high quality, comprehensive and continuous medical care for patients of all ages.*

### **Vision:**

*The Minnesota Academy of Family Physicians serves its members as a nationally recognized force in driving the transformation of policies and education that support current and future Family Physicians in providing the highest quality healthcare in all Minnesota communities.*

### **Values:**

*The Minnesota Academy of Family Physicians is committed to the core values of:*

#### **Excellence.** This means we:

- Strive for excellence in all that we do.
- Practice absolute integrity in our activities and relationships.
- Model enlightened governance practices.

#### **Equity.** This means we:

- Believe in the availability of quality healthcare for everyone.
- Embrace diversity and respect for all individuals.
- Champion the elimination of disparities in health outcomes for all communities.

#### **Leadership.** This means we:

- Advocate passionately for the specialty of Family Medicine and for Family Physicians.
- Aid the development of enlightened physician leaders and recognize their achievements.
- Advocate for the continual betterment of healthcare.

#### **Knowledge.** This means we:

- Provide life-long professional learning opportunities for our members.
- Foster collaboration and cooperation to facilitate the open exchange of ideas and expertise among Academy members.
- Support science and technology-based decision-making.

#### **Service.** This means we:

- Anticipate and meet the changing needs of our members.
- Practice “Servant Leadership” principles in all of our relationships.
- Support family medicine innovation, research, medical student experience and community engagement.

## **THE FOUR STRATEGIC PILLARS IDENTIFIED DURING THE PLANNING PROCESS:**

### **IDENTITY**

STRATEGIC GOAL 1: Promote the central role of Family Physicians in healthcare.

STRATEGIC GOAL 2: Clarify the Minnesota Academy of Family Physicians brand.

### **ADVOCACY**

STRATEGIC GOAL 1: Exercise strong leadership in advocating for quality healthcare.

STRATEGIC GOAL 2: Provide visible and valued leadership in healthcare policy formulation.

### **MEMBERSHIP**

STRATEGIC GOAL 1: Increase member engagement.

STRATEGIC GOAL 2: Ensure that the Academy's programs and services provide value, remain relevant and aid in the enhancement of Family Physicians' careers.

### **GOVERNANCE**

STRATEGIC GOAL 1: Evaluate and streamline the Academy's governance structure.

STRATEGIC GOAL 2: Align MAFP Foundation governance structure and enhance fundraising.

STRATEGIC GOAL 3: Create a sustainable business model.