

AMERICAN COLLEGE OF PHYSICIANS

FY 2018-20 Strategy

Approved by the Board of Regents April 16, 2018

Mission

To enhance the quality and effectiveness of health care by fostering excellence and professionalism in the practice of medicine.

Goals

1. To establish and promote the highest clinical standards and ethical ideals
2. To be the foremost comprehensive education and information resource for all internists
3. To advocate responsible positions on individual health and on public policy relating to health care for the benefit of the public, our patients, the medical profession, and our members
4. To serve the professional needs of the membership, support healthy lives for physicians, and advance internal medicine as a career
5. To promote and conduct research to enhance the quality of practice, the education and continuing education of internists, and the attractiveness of internal medicine to physicians and the public
6. To recognize excellence and distinguished contributions to internal medicine
7. To unify the many voices of internal medicine and its subspecialties for the benefit of our patients, our members, and our profession

Priority Themes

The ACP Board of Regents approved the four Priority Themes below (in no particular order) as guideposts to direct ACP's focus during FY 2018-2020. Staff will develop implementation plans for activities within the theme areas, in addition to the activities supporting ACP's seven standing goals and operations.

INNOVATION

Nimble, creative and unique approaches to identifying, responding to, and meeting member needs

- Cross-cutting internal collaboration and communication
- External partnerships on new ACP products and programs that are valuable to members and generate revenue.
- Involvement in innovations that improve the delivery and quality of healthcare
- Comfort with risk; and failure as a growth and learning opportunity

IDENTITY

Shared enthusiasm and pride about being an internist and ACP member

- Internists' uniqueness as master clinicians and diagnosticians
- The important role and value of internal medicine in healthcare – to patients, the profession, organizations, systems, payers, regulators, and the public
- ACP as a source of professional well-being and satisfaction

ENGAGEMENT & INCLUSION

Actively engaging members in local, regional, and national College activities across their career, welcoming and hearing all voices, and demonstrating ACP's relevance and connection to what's important to them

- A sense of belonging through connection to the greater house of internal medicine and membership in ACP
- An environment in which members feel their experiences and viewpoints are welcomed, giving power to ACP's collective voice
- Local and regional communities of interest with connection to the greater house of internal medicine – the small within the big
- ACP diversity as a driver of innovation and engagement of those not usually at the table

COMMUNICATION

Conveying ACP's broad mission, activities and value to members, the greater community of internal medicine, and other stakeholders using leading-edge modalities, platforms and technologies

- Awareness and understanding of the breadth and depth of all ACP does and offers
- Leading-edge technologies, modalities and packaging
- Real-time information so ACP is a relevant and important source of knowledge
- Members' connection with ACP and the House of Internal Medicine
- Relevance and appeal across the career spectrum, including new internists
- Demonstrated commitment to members at important career transitions
- Engagement across the College – from all areas that interface with the external world