

# **Massachusetts College of Emergency Physicians**

## **Strategic Plan**

### **2016-2019**

#### **Mission Statement**

The Massachusetts College of Emergency Physicians is dedicated to advancing excellence in emergency care, and advocating for emergency physicians, their patients and the health of the community.

#### **Focus**

- Emergency Medicine Physicians in Massachusetts
- Massachusetts Health Care organizations & groups
- Public Education of Emergency Medicine

#### **Vision**

- Emergency medicine is recognized and valued as an essential public service in Massachusetts.
- Patients seeking emergency care are treated by board certified emergency physicians who are supported in their practices with all resources necessary to provide the highest quality medical care.
- Emergency physicians practice in an environment in which their rights, safety, and wellness are assured.
- All patients have access to emergency services.
- Emergency physicians are recognized and valued for their commitment to high quality patient care, teaching, leadership, research, and innovation
- All emergency physicians practicing in Massachusetts are members of MACEP.

#### **Goals**

1. Leadership Development
2. Communications
3. Membership Services

#### **Roles MACEP will use to achieve its Goals**

1. MACEP leaders
2. MACEP staff (full time & contract)
3. MACEP members & potential members
4. External organizations

To meet each goal, MACEP will pursue the following written objectives and strategies

**Goal 1**  
**Leadership Development**

Seek to support committed leaders in Emergency Medicine

- A. Develop Leadership structure which enhances active involvement of new leaders while utilizing the talents and historical knowledge of longstanding leaders.
  - Leverage the ED List serve and look at ways to get ED Directors more involved in MACEP.
- B. Enhance diversity from geographic/practice representation for the BOD and other leaders of MACEP.
  - Development of new awards recognizing regional accomplishments at annual meeting.
  - Actively outreach to emergency medicine leaders in each region for interest in holding regional meetings on current issues pertinent to emergency medicine in their geographic area (similar to roundtable/ground round discussions).
- C. Enhance relations with EM residences and residents.

**Goal 2**  
**Communications**

Communicate MACEP's Mission, goals, objectives and achievements

- A. Establish MACEP as the place to go for information in the practice of Emergency Medicine in Massachusetts.
- B. Expand Communications within MACEP membership.
  - Reformat the quarterly newsletter into shorter monthly e-blasts
- C. Recruit and retain members by providing value to their practice of emergency medicine.
  - Establish regional outreach program to identify wants and needs of membership.
  - Develop white papers on important topics related to emergency medicine.
  - Emergency Medicine best practices should be archived and disseminated through electronic communication channels.

**Goal 3**  
**Membership Services**

Provide value to the practice of Emergency Medicine in Massachusetts

- A. Create high quality, timely education programs relevant to the practice of emergency medicine
  - Create a new CME Program – Clinical Based Practices.
  - Discuss changing the afternoon program of the Reimbursement Course to a course for ED Directors. Create a MACEP Ed Director’s Academy specific to MA issues.
  - Partner with PA’s to deliver course(s) together.
- B. Provide leadership and oversight to improve pre-hospital services (through EMS Committee)
- C. Become the leading resource in the state regarding Emergency Medicine reimbursement issues (through Reimbursement Committee).
- D. Develop and advocate for effective government policies, and educate policy makers and members (through Government Affairs Committee).
  - Strengthen participation in the committee by selecting a new chair/co-chair
  - Develop annual legislative priorities.
  - Plan a “state house day” in 2016.
- E. Enhance the recognition and effective application of public health activities as a part of emergency medicine practice and develop legislative solutions (through Public Health Committee)
  - Identify and prioritize 1 key issue annually to focus efforts.
- F. Utilize ACEP Chapter Grant Program.
  - Apply annually for grant with a chapter development focus (projects that advance the long-range growth of the chapter).
- G. Become a recognized leader in improving behavior health patient care in Massachusetts.
  - Identify MACEP’s role in shaping and improving behavior health patient care in Massachusetts as related to emergency medicine.
  - Maintain/Nurture relationships with other organizations within Massachusetts regarding behavior health.
  - Advocate for the resources necessary for improved behavior health patient care including the elimination of behavior health patient boarding.
- H. Become a recognized voice in the Opioid Crisis.
  - Maintain/Nurture relationships with other organizations/legislators within Massachusetts regarding the opioid crisis.