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

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<tr>
<th>Goal 1</th>
<th>Leadership Development</th>
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<td>Seek to support committed leaders in Emergency Medicine</td>
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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.
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<th>Goal 2</th>
<th>Communications</th>
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<tr>
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<td>Communicate MACEP’s Mission, goals, objectives and achievements</td>
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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.