



Strategic Plan

MISSION: Advocating for Wyoming Doctors and Their Patients

Goal 1: Voice of Medicine

Utilize the powerful, effective & unified voice of WMS to improve the physician practice environment and quality of healthcare for Wyoming patients

Strategies

- Encourage the adoption of meaningful liability reform to improve access to care for Wyoming patients
- Reinforce the physician's role as the leader of the health care team
- Effectively protect and strengthen the viability of medical practice in Wyoming
- Promote patient-centered, cost-efficient, physician-directed systems of care with equitable reimbursement
- Support state and federal candidates for elected office who will uphold the principles of quality, physician-lead healthcare models

Tactics

- Develop a long-term strategic advocacy plan to address priority issues
- Create a proactive media plan to effectively utilize local and statewide media to deliver key messages, including advocacy priorities and efforts, to the public
- Recruit support of WYOPAC to better influence statewide and federal election results

Goal 2: Member Experience

Grow membership and increase provider participation and involvement to ensure the future health of the organization

Strategies

- Reach 75% membership by 2015
- Clearly and effectively communicate WMS benefits and values to current and prospective members of WMS
- Provide resources to assist members with practice management, maintaining legal compliance, and more.
- Foster physician professionalism

Tactics

- Develop methods for clearly communicating to WMS members the benefits and value of membership in WMS
- Effectively use the WMS web site to communicate with members and provide opportunity for members to communicate with WMS and each other
- Continue to develop and improve WMS newsletter content, design and distribution
- Host social opportunities for members to network and foster meaningful relationships among peers & other healthcare professionals

Goal 3: Environment and Public Awareness

Enhance the public image of WMS-members by strengthening physicians' trusted leadership role in communities

Strategies

- Support the vitality of Wyoming's physician workforce
- Provide practice-based materials to improve effectiveness and awareness of public health initiatives
- Proactively communicate with patients to enhance the visibility and understanding of physicians and the practice of medicine

Tactics

- Develop a separate physician recruitment and retention web tool promoting Wyoming medicine
- Serve as an active liaison, building relationships with residents and medical students
- Maximize hospital relationships
- Foster partnerships with WY Dept. of Health and others to educate the public and physicians
- Further develop and improve WMS magazine content, design and distribution to better reach healthcare consumers throughout the state

Goal 4: Knowledge Center

Be the leader in education and training resources for physicians and physician assistants

Strategies

- Provide professional skills training to Wyoming physicians that meets their varied leadership and development needs
- Develop peer networks for discussion, problem solving, and best practice sharing
- Host targeted, relevant continuing medical education using a range of delivery mechanisms

Tactics

- Identify and deliver media training opportunities for board members
- Use technology to conveniently deliver CME content in a variety of methods including webinars and podcasts
- More effectively use the CME committee to develop meaningful annual meeting content and design

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