



WYOMING MEDICAL SOCIETY

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 through advocacy

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
- Protect the Physician-Patient Relationship
- Effectively protect and strengthen the viability of medical practice in Wyoming
- Promote patient-centered, cost-efficient, physician-directed systems of care with equitable reimbursement

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 elect medicine-friendly legislators and officials

Goal 2: Member Experience

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

Strategies

- Grow membership
- Clearly and effectively communicate WMS benefits and values to current and prospective members of WMS
- Establish physician leadership training opportunities
- Provide environments in which physicians can foster relationships with each other throughout the state
- Engage members through the county medical societies

Tactics

- Develop methods for clearly communicating to WMS members the benefits and value of membership in WMS
- Effectively use the WMS web site, email blasts and magazine to communicate with members
- 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
- Proactively communicate with the public to enhance the visibility and understanding of physicians and the practice of medicine

Tactics

- 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
- Develop and publish Medical Minute Videos to promote the physician profession and educate the public
- Support county medical societies in scheduling physician speakers at community and philanthropic organization events.