

USAFP Strategic Charter 2004

1. EDUCATION GOAL:

Promote quality education for our members any time and anywhere.

STRATEGY 1.1 Foster excellence in CME and research responsive to member needs.

Objective # 1.1.1

Increase Annual Meeting Attendance

Tasks	<ul style="list-style-type: none"> • Aggressive marketing including multiple email flyers- SP • Market to other communities- SP <ul style="list-style-type: none"> • HPSP, FAP scholarships- RS • E-mail flyers to PA's and NP's- IT • Med schools and residencies near meeting location- RS • Advertise multiple benefits of attending Annual Scientific Assembly- SP • Market to non-member- FP - SP • Needs assessment of members- ED • Advocate for funded CME- BOD • Facilitate research submissions which help increase attendance- CI • Make benefits of CME available to as much of the membership as possible- ED
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Objective # # 1.1.2

Scientific Assembly Speaker/Topic Development

Tasks	<ul style="list-style-type: none"> • Facilitate/Foster research at medical schools through awareness of mentorship list- CI • Operational Medicine breakout sessions- ED • Plan research portion of the Scientific Assembly- CI • Assure that research presentations are CME worthy- CI • Provide a ready list of speakers either within the USAFP or to other organizations- ED • Develop a speaker list online that has their particular topic/ interests delineated- IT • Education committee to assist the Program Director as needed- ED • CME offerings focus on EBM - ED
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Objective # 1.1.3 CME Application Process	
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Tasks	<ul style="list-style-type: none"> Develop a way for members to log their CME on-line to advertise- IT Automatically be able to place their CME from the Assembly Meeting through the AAFP to the USAFP database- IT Educate members of personal CME requirements and importance of reporting CME- ED Ensure distribution of written procedure that outlines step-by-step process to accredit CME through the USAFP for AAFP credit – MS
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Strategy 1.2 Develop innovative and diverse educational opportunities	
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Objective # 1.2.1 On-line CME	
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Tasks	<ul style="list-style-type: none"> Place all lectures from the Assembly on the USAFP website- IT Place research abstracts from Annual Meeting on the website.- CI Develop a process for the USAFP Assembly lectures on-line to have pre and post tests for deployed members to get CME online- IT Promote on-line CME via the USAFP web page.- ED Establish links on home page.- IT
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2) OPERATIONAL & READINESS GOAL:

Enhance members' capabilities to respond to ever-changing wartime, peacetime, and contingency operational requirements.

Strategy 2.1. Maximize the operational resources and capabilities of uniformed family physicians

Objective # 2.1.1

Provide Operational Medicine Resources

Tasks	<ul style="list-style-type: none"> • Make resources available at USAFP office and Website- OP • Share military medicine and operational/deployment experiences- OP • Maintain and promote use of operational medicine webpage- IT • Maintain updated website resource list and publish annually- OP/IT • Publish monographs on specific operational topics- OP • Publish/digitize operational medicine resources for members- OP/IT • Use annual conference for meetings, lectures, workshops and presentations- OP • "Ask an Operational Medicine expert" forum on the USAFP website- OP/IT • Annual needs assessment for OP issues-MS
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Objective # 2.1.2

Provide Avenues to Foster Operational Medicine

Tasks	<ul style="list-style-type: none"> • Foster research in operational medicine- CI • Institute a special award/recognition/presentation in operational achievement- OP • Continue to incorporate Operational Medicine topics into CME military curriculum- ED • Receive ideas and work with Operational Medicine community on possible research ideas- CI
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Strategy 2.2 USAFP will cultivate leaders in operational medicine

Objective # 2.2.1 Provide Resources and Training to Develop Operational Medicine Leaders

Tasks	<ul style="list-style-type: none"> Involve experienced FP's to mentor junior FP's interested in operational and deployment medicine- OP Educate FP's on operational opportunities- OP Promote Operational Medicine topics and resources to teaching staff to incorporate into curriculum- ED Continue "Leadership Pearls"/"Op Med Corner" column in newsletter- OP Encourage role modeling and mentorship programs- OP/SC Provide guidance of career opportunities and career tract options for each service and publish on web- OP
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Objective # 2.2.2 Improve Operational Continuing Education and Operational CME

Tasks	<ul style="list-style-type: none"> Collect and share each training program's military unique curriculum in order to foster the development of a mature curriculum among all programs- RS
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3) MEMBER SERVICES GOAL:

*Maximize membership by aggressive expansion, retention, and recruitment of members;
increase communication and encourage member involvement.*

Strategy # 3.1 Maximize membership

Objective # 3.1.1

Active Member Recruitment

Tasks

- Increase membership of eligible members- MS
 - Modify ABFP & AAFP application to include military designation- EX
 - AAFP listing of all members with military addresses (base, AP)- MS
 - Target this population for membership
 - Market membership- MS
 - Advertise advantages- MS
 - Low dues- MS
 - CME opportunities- ED
 - Advocacy linked to AAFP- BOD
 - Market, target special constituencies - SC
- Create Regional Network of USAFP members to speak at med schools and residencies – MS
- Obtain numbers of FP's in each service- MS
- Engage FP Flight Surgeons- MS
- Recognition for members who recruit new members- MS

Objective # 3.1.2

Resident Member Recruitment

Tasks

- Research presentation demonstrating positive feedback or incentive - CI
- Mailing / brochure-MS
- Emphasize benefits- RS
- Visits from active members to residencies- MS
- Attend AAFP Resident & Student HPSP Forums- RS
- Identify and target HPSP students- RS

Objective # 3.1.3

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Member Retention

Tasks	<ul style="list-style-type: none"> • Market value of USAFP to current members- MS <ul style="list-style-type: none"> • Maintain visibility of organization- MS • Assessing member needs and ensuring provide value- MS • Email, newsletter, web page- MS • Push AAFP & USAFP benefits- MS
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Objective # 3.1.5 Adjunct Member Recruitment

Tasks	<ul style="list-style-type: none"> • Market eligible membership (reservists, retirees, separations) as adjunct members- MS <ul style="list-style-type: none"> • Database at USAFP office- IT • Advertise advantages <ul style="list-style-type: none"> • Low dues- MS • Use CME offerings as a Marketing tool- ED • Application to members upon separation/retiree from the service- MS
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Objective # 3.1.6 Student Member Recruitment

Tasks	<ul style="list-style-type: none"> • Mass e-mails- RS • Visits from active members to schools/ Speakers Bureau- MS • Involve students in Tar Wars, send Active Students to USAFP conference- HP • Market research mentorship and funding as a way to elevate student membership- CI • Evaluate cost/benefit to capture/market to HPSP students- RS
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Strategy #3.2 Increase Communication

Objective # 3.2.1 Web Utilization

Tasks	<ul style="list-style-type: none"> • Encourage members to communicate, network and mentor with each other via internet- MS • Email addresses list of all members on USAFP home page- IT <ul style="list-style-type: none"> • Develop secure web-link database where all members can sign in and leave current e-mail- IT • Increase utilization of list servers- SC • Mentorship links via web page based on service, rank, clinical / professional interests and location- SC <ul style="list-style-type: none"> • Recruit mentors – MS/SC
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Strategy# 3.3 Increase member involvement

Objective# 3.3.1 Assess Member Needs

Tasks	<ul style="list-style-type: none"> • Match member needs with services- MS • Conduct Annual member surveys- MS <ul style="list-style-type: none"> • Solicits input from all other committees • Newsletter, mailings, telephone, link with dues stmt and web- MS • Member outreach- MS/SC <ul style="list-style-type: none"> • AAFP reception- BOD • Lectures, various informal contacts- MS
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Objective# 3.3.2 Provide Variety of Opportunities to Serve in USAFP

Tasks	<ul style="list-style-type: none"> • Publicize volunteer involvement opportunities- EX • Survey (link with above) what members want to get involved with- MS • Serve an CIC/Research Judge- CI • Allow self-nominations for election of officers and BOD- CB • Canvas programs, Dept chairs, commanders to identify emerging leaders- EX • Recognition at annual meetings – MS/EX
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Objective# 3.3.3

Improve Member Communication with BOD

Tasks	<ul style="list-style-type: none"> • Improve BOD responsiveness to member needs- BOD • Improve two way communication between members and officers- EX • BOD outreach to member- BOD <ul style="list-style-type: none"> • Solicit input from member- MS • Meetings • Phone calls • Mailings, e-mail • Liaison contacts committee members annually • “Meet your BOD”- EX <ul style="list-style-type: none"> • Rotating Newsletter feature w/ map of duty station & picture • AAFP reception • Webpage use • Business meeting
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Objective# 3.3.4

Committee Chair Involvement

Tasks	<ul style="list-style-type: none"> • Active and continuous participation by committee chairs- EX <ul style="list-style-type: none"> • with BOD • with committee members • with overall membership • Quarterly contact with committee members and with executive committee to accomplish charges- EX • Policy book outline of expectation- EX • Quarterly tracking of committee chair response- EX • Annual review with the President-Elect- EX
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Objective# 3.3.5

Committee Member Involvement

Tasks	<ul style="list-style-type: none"> • Increase interest through member knowledge and access- BOD • Replace Committee Interest Breakfast at 0630 with something more likely to attract people- SP • Increased participation in committees- BOD • Develop measurable/important outcomes for committees- BOD • Newsletter committee reports, interest forms- MS • “Meet your committee chairs”- MS <ul style="list-style-type: none"> • Rotating Newsletter feature w/ map of duty station & picture- MS • AAFP reception- EX • Webpage use- IT • Business meeting- EX • Continue Active Involvement of Research Judges- CI
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Objective# 3.3.5

USAFP Member Input To Committees

Tasks	<ul style="list-style-type: none"> • Improve process of input to committees-MS • Improve committee responsiveness and reflection of overall membership- BOD • Business meeting or mainstage introduction/ solicitation of input to committees- EX • Annual Survey Questions- MS • Improve communication with the BOD-EX • Have Web Page gather input on issues/ links to committee chairs- IT
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4) POLITICAL ADVOCACY GOAL:
USAFP is a political force through the development of leaders at all levels of our services, AAFP, community and nation

Strategy # 4.1 Ensure the USAFP is a force within the community of family medicine and primary care.

Objective # 4.1.1
USAFP Membership Participation in AAFP Leadership

Tasks	<ul style="list-style-type: none"> • Develop and sustain presence- BOD • Foster active, resident, student leadership roles- RS • Increase the overall USAFP member interest and knowledge of AAFP- EX • Increase presence and influence of USAFP issues- EX • Develop preeminent role in AAFP- BOD • Identify and send representatives to NCSC- SC • USAFP members on committees & commissions - EX • Support candidates for office - BOD • Communicate our achievements- EX • Encourage members to submit <ul style="list-style-type: none"> • Lectures - ED • Research - CI • FP of the Year - NOM • Define support of FMIG- RS <ul style="list-style-type: none"> • Delineate which schools • Support resident presence at NCFPR (define which residents)- RS • Provide resident & student guidance and mentoring- RS • Publicize opportunities for member involvement- MS
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Objective # 4.1.2 Liaison with Other Professional Medical Organizations

Tasks	<ul style="list-style-type: none"> • Encourage members to join other organizations (via the newsletter)-MS • Identify those individuals who are active in other organizations - HC <ul style="list-style-type: none"> • AMA, AOA / AMOPS, ACPE / ACHE, AMSUS, STFM, , VA • Maintain database- IT
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Strategy #4.2 Prepare USAFP members serve as leaders at all levels within the services and DoD

Objective # 4.2.1 Leadership Development

Tasks	<ul style="list-style-type: none"> • Develop criteria for identifying those with leadership potential- RS • Identify members with leadership potential as early as possible- RS <ul style="list-style-type: none"> • Mentoring, training and encouragement-RS • Promote individual leader development activities- HC • Establish & maintain database of identified potential emerging leaders and potential mentors- MS • Provide database for FP consultants of faculty with research skills and expertise- CI • Offer leadership group activities at annual meeting- SP • Identify and mentor research judges- CI • Other breakouts at meeting- SP
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Objective# 4.2.2 Networking

Tasks	<ul style="list-style-type: none"> • Continue networking with other Family Medicine Research Groups- CI • Establish opportunities for information exchange within and outside of family practice- HC • Contacts at annual meeting & other professional organizations- EX • Solicit and maintain coalitions - EX • Contact lists- EX <ul style="list-style-type: none"> • Interest groups • Friends at headquarters • Newsletter- IT • Webpage- IT
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Objective # 4.2.3 Utilize Past Member Support

Tasks	<ul style="list-style-type: none"> • Maximize on past member civilian capacity to lobby- EX • Maintain contact list- EX <ul style="list-style-type: none"> • Email newsletter, AAFP reception invitations
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Objective #4.2.4 Utilize Support of Members Affiliations with Other Organizations

Tasks	<ul style="list-style-type: none"> • Create and maintain liaisons with other organizations- VA, retired officer and enlisted organizations - EX • Maintain database of contacts - EX • Regular contact and networking - EX • Utilize AAFP point papers and policy statements - EX
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Objective #4.2.5 Influence SGs and other flag officers

Tasks	<ul style="list-style-type: none"> • Provide assistance to speciality advisors to accomplish goals- EX • Advocate to military medical leadership to improve time authorized for wellness visits- EX • Solicit input from SG/commanders on what USAFP can provide- EX
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5) COMMUNITY GOAL:

Increase visibility as a caring and credible institution through community outreach and marketing.

Strategy # 5.1 Improve community outreach

Objective # 5.1.1

Promote Prevention Research

Tasks	<ul style="list-style-type: none"> • Encourage research that focuses on prevention- CI <ul style="list-style-type: none"> • Health Promotion Award- CI • Involve TAR WARS- HP • Health Promotion mentors- HP • Web site- IT
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Objective # 5.1.2

Increased Member Awareness

Tasks	<ul style="list-style-type: none"> • Increase member education about preventive/community medicine initiatives- HP • Publicize through newsletter, web site- HP/ED/ IT • Continue Health Promotion booth at annual meeting- HP
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Objective # 5.1.3

Create Presence in the Community

Tasks	<ul style="list-style-type: none"> • Active support/promotion of preventive med initiatives in the community - HP <ul style="list-style-type: none"> • Tar Wars program • Health fairs • Sponsor/develop/promote community preventive medicine announcements - HP
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6) PATIENT CARE GOAL:

Assist our members in providing quality health care to service members, families, and retirees.

Strategy #6.1 Improve our members' ability to effectively deliver quality care to our patients

Objective # 6.1.1

Educate and foster use of clinical tools

Tasks	<ul style="list-style-type: none"> • Promote resources available to clinicians at point of care- HC <ul style="list-style-type: none"> • Links from USAFP web to national CPG EMB, and other resources • Educate members on value of clinical tools- HC
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