



Strategic Plan 2020 Strategic Plan of Work

**Executive Committee
Approved - April 17, 2015**

Overarching Goals (Where do you see the association?)

Goal A

The Medical Association of Georgia (MAG) will be Georgia's premier physician advocacy organization in advancing a health care system that improves health outcomes and health care delivery at the patient, community and state levels while protecting the patient-physician relationship and ensuring physicians are free and able to exercise their independent medical judgment.

Goal B

MAG will be an indispensable, value-added resource for its members in a number of key areas, including education, networking, information and services.

Goal C

MAG will build a membership that is committed to the profession, is representative of the diversity of physicians in Georgia, and reflects high ethical and professional standards.

Goal D

MAG will secure sufficient financial and other resources that are needed to achieve and sustain its vision and strategic goals.

Strategies

Advocacy (Goal A)

MAG will be Georgia's premier physician advocacy organization in advancing a health care system that improves health outcomes and health care delivery at the patient, community and state levels while protecting the patient-physician relationship and ensuring physicians are free and able to exercise their independent medical judgment.

To achieve this goal, MAG will be an advocate for:

- ▶ Limiting and reducing government regulations that undermine the patient-physician relationship
- ▶ Ensuring that physicians are free and able to provide high quality, effective and efficient models of medical care in the setting that they believe is the most appropriate for their individual patients
- ▶ Supporting models of care that are physician-led, advance the physician-patient relationship and result in improved health outcomes
- ▶ Promoting physicians as the primary resource in guidance in local and statewide quality, patient safety, performance improvement initiatives and population health
- ▶ Resolving public and private payer issues (commercial, Medicare, Medicaid, workers' compensation) to ensure patients receive the care that they need
- ▶ Supporting the adoption of physician-led and MAG-approved information technology, e-health and health information exchanges
- ▶ Limiting inappropriate scope of practice beyond that safely permitted by non-physician practitioner's education, training and skills
- ▶ Protecting and promoting a fair civil justice system to ensure patients have access to the physicians they need
- ▶ Ensuring that there is an adequate physician workforce, including in rural and other underserved areas
- ▶ Promoting good health habits that result in a healthier workforce and that saves Georgia tax dollars
- ▶ Ensuring that physicians receive fair and adequate payment for the services they provide
- ▶ Increasing the number of physicians elected to the General Assembly

Value Proposition/Communication (Goal B)

MAG will be an indispensable, value-added resource for its members in a number of key areas, including education, networking, information and services.

To achieve this goal, MAG will:

- ▶ Help and train physicians to obtain leadership positions in the legislature and in health care systems (hospitals, payers, health care teams)
- ▶ Enhance MAG/physicians' brand and reputation with patients and other stakeholders
- ▶ Be a trusted resource for practice information (e.g., EHR, ICD-10, Affordable Care Act)
- ▶ Expand value-added services for physicians (e.g., health information exchange)
- ▶ Enhance the working relationship between MAG and the American Medical Association, specialty medical societies and county medical societies on issues affecting all physicians

Membership (Goal C)

MAG will build a membership that is committed to the profession, is representative of the diversity of physicians in Georgia, and reflects high ethical and professional standards.

To achieve this goal, MAG will:

- ▶ Develop a value proposition that will resonate with the next generation of physicians and physician organizations
- ▶ Meet the needs of an increasingly diverse membership base

Financial (Goal D)

MAG will secure sufficient financial and other resources that are needed to achieve and sustain its vision and strategic goals.

To achieve this goal, MAG will:

- ▶ Achieve at least a \$200,000 surplus per year to protect the MAG brand