



Medical Society of Milwaukee County 2009 - 2011 Strategic Plan

MISSION

The Medical Society of Milwaukee County is an organization of physicians that provides leadership and advocacy in response to the needs of its members and the community by collaboration with others to improve the overall health status of the community.

VISION

MSMC will champion quality health care for all and be a recognized, collaborative resource on health issues. The Medical Society of Milwaukee County will be the dynamic and unifying force representing the full spectrum of the physician community.

AREA of FOCUS: Community Advocacy

GOALS

1. As a key participant MSMC will be an influence on issues important to physicians and patients and the delivery of health care in Milwaukee County
 - a. Establish monitoring and provide input to county and city health policy
 - b. Advocate appropriately in support of patient care needs
2. Collaborate in the development of the continuum of care to improve community health
3. Improve childhood immunization and blood lead testing rates and sustain a high percentage of county residents that are fully immunized
4. Develop relationships with payers and purchasers to assist in the development, reporting and education of measures of quality and efficiency with strong visible physician participation
5. Participate in the development of a comprehensive regional plan for the delivery of mental health services including outpatient and residential housing services
6. Serve as a neutral convener to focus physician and health system attention on issues of patient safety and community health and support interventions and measures of improvement
7. Participate in the development of delivery systems to improve the treatment and management of diabetes and asthma
8. Collaborate in the development of improved access for primary and specialty care for the underserved and uninsured

AREA of FOCUS: Internal and External Communication
GOALS

1. Communicate the value of MSMC to members
2. Develop a member preferred listing of communication preferences and evaluate methods to provide timely, effective member perceived communication strategies.
3. Communicate the value of MSMC to the community and to collaborative partners
4. Maintain a regular communication with external partners i.e. health system leadership, health agencies, etc.

AREA of FOCUS: Governance

GOALS

1. Develop and maintain an MSMC governance that is structured to be effective and efficient
2. Ensure leadership and staff is equipped to advance a focused, disciplined and goal-oriented organization
3. Engage vibrant and committed leaders with broad diversity by gender, ethnicity and practice mode
4. Establish a strong board member recruitment strategy that strengthens the focus on county issues and solutions
5. Create a committee structure that creates work groups with a shorter duration to meet a defined purpose and increase participation from member physicians with more abbreviated time commitments
6. Develop, maintain and utilize an inventory of members and their specific areas of interest in support of work group appointments

AREA of FOCUS: Membership Value and Membership Participation

GOALS

1. Define membership value
2. Define and promote the MSMC brand throughout the community both operationally and through communications
3. Increase physician perception of value in MSMC through effective communication, enhanced opportunities for member participation, and data-responsive planning and reporting

4. Define and measure member participation
5. Ensure relevance and value to all member categories through regular communication, data collection and modified tactics