



# 2016-2020 Strategic Plan – Year 2 Report

## Mission

To promote education and collaboration by uniting persons who are engaged in medical staff, provider credentialing and enrollment, privileging, accreditation and regulatory compliance, and other diverse healthcare activities in WA.

## Vision

Continually improve the quality and safety of patient care through medical staff professionals and related fields within Washington State.

## Indicator Status Key:

- Achieved
- Pending (not yet started)
- Evident and Ongoing
- In progress to be completed on time
- Postponed
- Discontinued
- Not achieved

## Priorities

## Goals

## Objectives

## Indicators of Success

**Priority 1: Support Enhanced Communication with Members (Communications Committee)**

Goal 1: Explore standardization of forms on the website	Obj. A: Create/expand page on the WAMSS website to contain documents	<ul style="list-style-type: none"> <li><span style="color: green;">●</span> Website page designed</li> <li><span style="color: blue;">●</span> Membership survey of needed resources (by 09/2018)</li> <li><span style="color: red;">●</span> Document inventory/naming convention developed</li> <li><span style="color: red;">●</span> Annual review process developed</li> </ul>
	Obj. B: Develop subject area leads to research current and accurate versions of the documents to upload to the website	<ul style="list-style-type: none"> <li><span style="color: black;">●</span> Research conducted within each subject area</li> <li><span style="color: green;">●</span> Subject leads appointed by 07/2019</li> <li><span style="color: red;">●</span> Load 5 collected documents to the website by 12/2019</li> </ul>
Goal 2: Develop a designated individual to research new rules/standards for group notification	Obj. A: Resource contact designated to keep the Membership updated on our professions rules and standards	<ul style="list-style-type: none"> <li><span style="color: green;">●</span> Standards liaison position developed by 2019</li> <li><span style="color: blue;">●</span> Notifications to Membership of updated rules/standards</li> </ul>
	Obj. B: Recruitment through WAMSS Membership for individuals interested in research of rules and standards	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Rules/standards section of website created by 12/2018</li> <li><span style="color: red;">●</span> 5 items updated to the website by 2019</li> </ul>
Goal 3: Enhance technology use within the organization.	Obj. A: Have an advanced website to easily navigate and use resources	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Technology team established. New Presspoint website implemented by 04/2018</li> </ul>
	Obj. B: Recruit through WAMSS Membership to find technology driven leads to update the technology for the website	<ul style="list-style-type: none"> <li><span style="color: orange;">●</span> Quarterly assessment of website implemented by 12/2018</li> </ul>

**Priority 2: Diversify Membership and Orientation (Membership Committee)**

Goal 1: Define diversity within the organization (region, facility...)	Obj. A: Categorize membership roster to identify type of facility, geographic area, title	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Evaluation and classification of current membership by roster at annual retreat</li> <li><span style="color: blue;">●</span> Diversity definition developed by 08/2018</li> <li><input checked="" type="checkbox"/> Annual schedule for review of membership developed</li> <li><input checked="" type="checkbox"/> Set annual goal to increase membership in certain fields</li> </ul>
Goal 2: Develop a WAMSS promotional flyer	Obj. A: The communication objective for our membership identified	<input checked="" type="checkbox"/> Promotional flyer developed
	Obj. B: Expand membership to new professionals	<span style="color: orange;">●</span> Expand membership into one new category (Prov Enroll)
	Obj. C: Identify the benefits this communication objective holds for our membership (why become a member)	<span style="color: red;">●</span> SWOT Survey of membership conducted
Goal 3: Intensify recruitment of Membership to meet diversity goals	Obj. A: Identify one area of focus for recruitment	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Increase selected area (Provider Enrollment) by 10% for 2018 annual conference (Year 2)</li> </ul>
Goal 4: Develop new WAMSS member orientation	Obj. A: Develop an orientation tool kit for new members.	<ul style="list-style-type: none"> <li><span style="color: black;">●</span> Orientation kit shared with leadership/membership committee for new members.</li> <li><span style="color: black;">●</span> Mentor volunteer list established for new members</li> </ul>
	Obj. B: Outline a mentorship program for new members	
Goal 5: Assess individual member involvement in leadership to develop new officer recommendations and create Leadership and Volunteer track	Obj. A: Identify Leader volunteer opportunities	<input checked="" type="checkbox"/> Volunteer opportunities listed
	Obj. B: Identify volunteer leadership opportunities	<input checked="" type="checkbox"/> Leadership opportunities listed
	Obj. C: Develop a Leader volunteer track / Develop a leadership track	<input checked="" type="checkbox"/> Volunteer and Leadership tracks developed /posted on website
	Obj. D: Online leader/volunteer applications developed	<span style="color: green;">●</span> Online application created, posted, communicated

**Priority 3: Strengthen the Educational Opportunities within the Chapters/State (Education Committee)**

Goal 1: Expand quality educational opportunities through a speaker's bureau listing	Obj. A: Create speaker's bureau listing	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Volunteers recruited from both chapters for working group</li> <li><input checked="" type="checkbox"/> Contact previous speakers for inclusion in the listing</li> <li><span style="color: orange;">●</span> Contact new/potential speakers for inclusion in the listing</li> </ul>
	Obj. B: Work with chapter leadership to expand and maintain speaker's bureau listing	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Educate chapter leadership about listing/upkeep</li> <li><span style="color: green;">●</span> Outline plan to review/update annually</li> </ul>
Goal 2: Diversify educational opportunities through expanded break out sessions	Obj. A: Add breakout sessions for 2018 conference applying definition from P2, G1	<span style="color: orange;">●</span> Identify targeted breakout sessions (05/2018)
	Obj. B: Annual conference evaluation includes review of breakout sessions and their impact on attendance from target groups	<ul style="list-style-type: none"> <li><span style="color: orange;">●</span> Include one identified session to each target group by 05/2018</li> <li><span style="color: green;">●</span> Evaluate 2018 conference responses to measure increased attendance by 20%</li> </ul>
Goal 3: Expand access to online educational opportunities for membership	Obj. A: Create technology subcommittee	<input checked="" type="checkbox"/> Technology subcommittee chartered
	Obj. B: Offer more robust videoconference options for chapter meetings and annual conference	<span style="color: blue;">●</span> Videoconference option offered by 05/2018 conference
	Obj. C: Share online educational opportunities from external sources within WAMSS membership	<span style="color: blue;">●</span> Online program implemented including recruiting a volunteer to maintain by year 3

**Priority 4: Position WAMSS Members for Success in Development (Education Committee)**

Goal 1: Expand quality educational opportunities through an expanded speaker's bureau	Obj. A: Expand the resource/lending library	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Track current requests</li> <li><input checked="" type="checkbox"/> Research new available materials</li> </ul>
Goal 2: Intensify support for WAMSS members seeking certification	Obj. A: Create certification subcommittee	<span style="color: red;">●</span> Certification subcommittee chartered
	Obj. B: Investigate the creation of a mentoring program	<span style="color: blue;">●</span> Mentoring program implemented with roles outlined by Year 3
	Obj. C: Provide additional support to WAMSS member-led study groups	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Study group tips document posted to the website.</li> <li><input checked="" type="checkbox"/> Survey of members/research completed</li> </ul>