

Maine American Academy of Pediatrics Strategic Plan 2014

Board Members present: Drs: Stephen Meister, Janice Pelletier, Amy Belisle, Brian Youth, Gabriel Civiello, Steve Feder, and Dan Hale.

Staff Member present: Dee Kerry deHaas- Executive Director

Facilitator: Marjorie Withers

Broad Goals for 2014 - 2017

- -Use talents of the board and membership harnessing talents and encouraging leadership
- -Engage membership at a deeper more committed level
- -Engage the community through training and affiliated membership including non- physician affiliated members without voting power as a means to increase financial support and encourage collaboration.
- -Ensure alignment with the AAP
- -Develop a comprehensive strategic plan which includes goals – ensure it is reviewed annually so that is responsive and appropriately updated to remain relevant
- Create a Balanced Scorecard/Key Strategies document that will function as blue print for the work of the MAAP and its board.
- -Improve financial security of the organization
- -Become more relevant in terms of legislation and policy that effects children and pediatricians
- -Improve and find ways to increase leadership skills with in the board and the membership.
- -Increase scope and tools for education

Tools and format to create positive change for the MAAP:

-Ongoing use of the Balanced Score Card as a way of insuring continuous quality improvement and effectiveness of the strategic plan.

-Mentorship: Involve older seasoned members to mentor new members, student members and to give create relational health among membership.

-Increase educational impact and interest in the MAAP through the following:

- Increase use of virtual meetings and virtual training
- Increase use of electronic tool kits
- Plan workshop and training in three year blocks to ensure excellence
- Collaborate with other organizations on training opportunities
- Use member specialists to share wealth of knowledge and expertise
- Training tab on website

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- Areas of training from other members and beyond include: genetics, neurology, cardiology, dermatology, psychiatry, immunization and other crucial medical areas.

-Improve all communication within the MAAP as means of strengthening the organization and increasing its role with membership:

- Improve branding
- Create a responsive comprehensive website that is a resource representing all aspects of the MAAP
- Create tabs for major areas/interests of the MAAP
- Insure links to other resources that actually work
- Create an updated working directory of resources (*Seen as critical and as a means to increase use of website and participation within MAAP*)
- Create an updated working directory of members and affiliated members
- Create a monthly or quarterly newsletter
- Improve use of face book, twitter, list serve
- Development of web calendar of events
- Board member Bios on the Website
- Welcome to new members on Website
- Updating of Website to keep it current
- Create a video to use as a teaching tool or informational resource on the MAAP and its projects
- Utilize consultants as needed to increase capacity in appropriate areas and as need arises.

-Increase collaboration with other organizations at multiple levels

- Identification of key partners using the membership and board to gather input and suggestions
- Co-sponsor training
- Joint funding ventures
- Policy/legislative issues

-Offer leadership training and resources to membership and board

- Utilize existing Maine resources such as the Hanley Physician Executive Leadership Program
- Enlist Individual consultants who have needed expertise
- Building leadership training into yearly workshops

-Increase funding and financial security of MAAP to increase programming and salaries for staff and consultants:

- Create a budget that coincides with strategic plan and reflects the cost of improving designated areas such as training, communication, resource directory, tool kits, and legislative activities.

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- Increase funds from membership while remaining a small chapter by increasing affiliated members
- Raise Dues
- Grant writing to new funders with greater dollar yield such as foundations in Maine and Beyond
- Create endowment by pursuing donors
- Increase participation in trainings and workshops to generate greater financial profits
- Seek co-sponsors to invest in shared training.
- Develop a business plan in accordance with the strategic plan
- Gain expertise through consultation in grant selection and writing
- Develop strategies to create a donor base for the MAAP

Develop work committees to increase participation of membership and talents of board members:

- Training
- Legislative
- Communications
- Finance
- Data collection and evaluation

**Use of virtual meetings, use of website, meetings coinciding with trainings and board meetings...*

Develop mechanisms for recognizing excellence

- On-line recognition through website
- Yearly recognition of excellence at workshop/or training

Increase Legislative capacity and involvement:

- Policies shared through website, webinars with the membership
- Increase training on Legislation and policy for board and members
- Increase scope of legislative impact to include: child health and wellness, and those acts that effect Pediatricians and their practice
- Include tab for legislative and policy issues on the website

Areas of Interest:

-Mental health and substance abuse (behavioral health)

- Impact
- Signs and symptoms

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- Treatment best practice
- Treatment resources

-Trauma

- Toxic stress
- ACES
- Poverty
- Resilience
- Trauma informed care
- Trauma first aid

-Adolescence

-Gender issues

-Evidence Based Practices

-Affordable Care Act

Commitment to the Greater Good – work to find mechanisms and venues to do the following:

- Bring Hospital systems together
- COINN. Improve Infant Mortality
- Share information across member expertise
- Improve Partnerships with third party payers
- Gain representation on appropriate organizations and groups such as the Children’s Cabinet (if it is brought back.
- Increasing relationship with the CDC
- Increasing the use and involvement of retired Pediatricians in all facets of the MAAP work
- Build relationships to the other Medical Associations
- Increase relationships to the Maine Children’s Alliance. MCCMH, AAFP, DEPA,
- Tele health
- Child abuse reporting law
- Medical Marijuana
- E Cigarettes
- School Health

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Summary:

The retreat underlined the MAAP Board's desire to use the next three years to increase the following:

- Build membership and deepen the relationship of membership to the organization
- Have a comprehensive communication system that will be the back bone of the organization
- Increase the scope of education by creating multi-year plans and including co-sponsors and collaboration with other key organizations.
- Improve and increase the financial /funding base of the MAAP to allow the growth planned in all areas and to ensure that salaries of the MAAP are reflective of other professional organizations.
- Increase the scope and depth of the MAAP's ability to effect policy and legislation in Maine
- Increase the commitment to Evidence Based Practice in Maine across practices and organizations
- Increase collaboration to ensure effectiveness and increase ability to improve outcomes
- Insure that the multi talents of the membership and the board are tapped to increase education, improve awareness and build an effective community that is able to improve the health and wellness of all children and adolescents in Maine.
- Develop a means for tracking data and evaluating outcomes for all programs of the MAAP.