2018-2022 AMSSM Strategic Plan Executive Summary

**Mission Statement:** The American Medical Society for Sports Medicine provides a forum to foster professional relationships among sports medicine physicians to advance the discipline of sports medicine through education, research, advocacy and excellence in patient care.

**Vision Statement:** AMSSM will be a worldwide leader in sports medicine.

### #1 Strategic Priority: Brand the Specialty/Communicate the AMSSM Message

**Goal:** Promote the specialty and AMSSM to the medical profession and public

1. Define the specific expertise, role and cost effectiveness of sports medicine physicians
2. Develop 3-year marketing plan to educate the medical community/public about role and value of sports medicine physicians
3. Conduct member, patient and stakeholder surveys to help develop consensus on the key message that AMSSM should utilize for educating the medical community and public
4. Identify collaborative opportunities with organizations to increase the public’s understanding of our field
5. Provide ongoing communications to members through AMSSM website, social media and other channels

### #2 Strategic Priority: Education & Professional Development

**Goal:** Serve as the premier resource for education, faculty and professional development opportunities for sports medicine physicians

1. Continue to develop and refine the Annual Meeting as the premier educational event for sports medicine
2. Provide additional professional and leadership development opportunities for members
3. Provide Fellowship faculty and programs with initiatives that offer assistance, direction and leadership development
4. Identify collaborative opportunities to provide education to members and outreach to international organizations
5. Develop sports medicine curricula for medical schools, residencies, fellowships and to support primary specialties
6. Ensure AMSSM is a leader in the area of sports ultrasound by delivering high caliber training

### #3 Strategic Priority: Research

**Goal:** Formalize the role of the Collaborative Research Network (CRN), foster collaborative multisite research among AMSSM members, and provide research grants with the goal of advancing the field of sports medicine

1. Utilize the Collaborative Research Network to establish AMSSM as a leader in evidence-based sports medicine research
2. Support and mentor members to increase the caliber of published research by AMSSM and its members
3. Continue to offer and award research grants through the AMSSM Foundation
4. Identify and work collaboratively with organizations on joint research opportunities

### #4 Strategic Priority: Advocacy

**Goal:** Respond to state, federal and practice related issues that impact sports medicine physicians and patients

1. Impact legislation through empowering members to become effective advocates at the community, state and federal levels
2. Monitor state legislation and regulations to determine and advocate for community, state, federal and practice related issues impacting sports medicine
3. Utilize collaborative relationships to help monitor and address federal legislative and regulatory issues impacting sports medicine
4. Monitor and address payment and practice issues impacting sports medicine physicians
5. Advocate at the community, state and federal levels for active lifestyles and safety in sport

### #5 Strategic Priority: Patient Care/Patient Education

**Goal:** Educate the public and medical community on prevention, diagnosis and treatment of sports medicine injuries, conditions and illnesses

1. Continue to grow and expand the Sports Medicine Today website and accompanying SMT publication to serve as a resource for patients, coaches and parents, and ultimately, demonstrate value of sports medicine physicians
2. Prepare, approve and disseminate position and consensus statements on sports medicine issues
3. Provide leading sports medicine journals to the AMSSM membership that support sports medicine physicians in the delivery of high quality patient care
4. Look for opportunities to collaborate with like-minded organizations to help educate the public and advance patient care

### #6 Strategic Priority: Infrastructure

**Goal:** Meet the dynamic needs of members through strategic programs, governance structure and internal operations

1. Continually evaluate and refine membership benefits, services and programs to help meet the varied needs of members from different practice types and life stages of their careers
2. Maintain strategic based governance structure
3. Review, implement and measure progress of the strategic plan
4. Ensure the financial viability of the organization