

## **MSSNY Strategic Planning Document 2018**

*Key: Short term goal: 6-12 months*

*Intermediate term goal: 2-5 years*

*Long term Goal: >5 years*

*A document will be created to track progress toward goals. Carlos Zapata volunteered to develop it.*

### **MEMBERSHIP VALUE & ENGAGEMENT**

#### **Northwell Membership Engagement**

Assigned to:

**Carol Moodhe**

Arthur Fougner

Bonnie Litvack

Thomas Madejski

John Ostuni

Charles Rothberg

Michael Ziegelbaum

Timeline:

*Short Term Goals:* Communication & Program development, Northwell physician PAC involvement

*Intermediate Term Goals:* Leadership development county/state

*Long Term Goals:* Active involvement of Northwell Physicians

#### **Non-Dues Revenue**

Assigned to:

Charles Rothberg

Joshua Cohen

Maria Basile

Timeline:

*Short Term Goals:* Develop a list of potential non-dues revenue sources and begin to pursue

*Intermediate Term Goals:* Increase non-dues revenue sources and decrease membership dues

*Long Term Goals:* Societies operating budget sustained by non-dues revenue & membership dues at over below \$100/year

#### **Physician Health & Well Being**

Assigned to:

Frank Dowling

Michael Privitera

Timeline:

*Short Term Goals:* Help the MSSNY Committee on Physician Wellness & Resilience to develop a peer support program

*Intermediate Term Goals:* Implement the peer support program

*Long Term Goals:* Reduce factors in NY that are contributing to increased physician stress

*Short Term Goals:*

-Work with stake holders to pass legislation allowing confidentiality, non-discoverability of MSSNY Trained P2P interactions

-Develop outline of P2P Peer Initial Peer Training Curriculum

-Develop start up funding for development of MSSNY P2P Program

-Develop initial partnerships for MSSNY P2P (e.g. possible MLMIC/others)

*Intermediate Term Goals:*

-Develop statewide P2P network for MSSNY Members (and non-members)

-Develop linkages/partnerships with local/regional P2P networks (e.g. Bassett, NYU, other)

*Long Term Goals:*

-Develop permanent funding source(s) for MSSNY P2P Program

-Develop permanent staffing/headquarters/training program/outreach program for MSSNY P2P Program

## **CME**

Assigned to:

**Mark Adams**

Stephen Coccaro

Frank Dowling

Timeline:

*Short Term Goals:*

*Intermediate Goals:*

*Long Term Goals:*

## **OPERATIONAL/ORGANIZATIONAL ISSUES**

*Consider using business consultants from Leadership course.*

*Get best practices from other states.*

## **Staffing**

Assigned to:

Robert Hughes

Charles Rothberg

Phil Schuh

Timeline:

*Short Term Goals:* Review our current staffing and create succession plans

*Intermediate Term Goals:* Implement succession plans

*Long Term Goals:* Seamless transition of staff with retained institutional memory

### **Real Estate**

Assigned to:

Andrew Kleinman  
Joseph Maldonado  
Brian Murray  
Phul Schuh

Timeline:

*Short Term Goals:* Explore and analyze options rent vs.buy, size, location(s)  
upstate/downstate

*Intermediate Term Goals:* Decide on best options and move forward

*Long Term Goals:* Office/meeting space that best meets the current and projected future needs of the organization

### **Regionalization**

Assigned to:

#### **Joseph Sellers**

Howard Huang  
Parag Mehta  
Chris Nadolny  
Charles Rothberg

Timeline:

*Short Term Goals:* Track the trend toward regionalization and develop strategies to aid counties in consolidation of resources

*Intermediate Term Goals:* Help counties and districts to efficiently re-organize to meet the needs of local physicians

*Long Term Goals:* Streamlined organizational structure that meets the needs of physicians on a local and statewide level

### **MSSNY HOD Modernization**

Assigned to:

#### **Kelly Bartels**

Erick Eiting  
Kira Geraci  
William Latreille  
David Podwall

Timeline:

*Short Term Goals:*

Review last year's focus group on MSSNY HOD and survey the 2018 delegates and alternate delegates as to updates that they would like to see implemented.

Prepare a Bylaws change to allow for alternative voting methods.

Pilot some changes? Virtual meeting?

*Intermediate Term Goals:* Work with the speaker & Vice-speaker to implement changes  
*Long Term Goals:* Streamlined HOD that is cost and time efficient with maintained effectiveness

## **PHYSICIAN & PATIENT ADVOCACY**

### **Medical Medical Malpractice Reform**

Assigned to:

Joseph Sellers

Rose Berkun

Timeline:

*Short term Goals:* Review current Expert Witness & Certificate of Merit Bill and find co-sponsors in Assembly & Senate; Defeat expansion of regressive liability

*Intermediate Term Goals:* Passage of Expert Witness & COM Bill

*Long term Goal:* Cap on pain & suffering

### **Collective Negotiations Legislation & Unions**

Assigned to:

Arthur Fougner

Timeline:

*Short term & Intermediate term Goals:*

Lobby for increased support of the collective negotiation bill and against further consolidation of managed care companies and pharmacies

Increase public awareness of the issues surrounding corporatization of medicine and consolidation of managed care companies and pharmacies

Explore options for unions/trade associations other ways that MSSNY can aid employed physicians

*Long term Goal:* Level the playing field to give physicians and patients more bargaining power with managed care companies and physicians more input/autonomy with corporate employers