



MSSNY Strategic Planning

MSSNY Board of Trustees
September 12, 2022
Dr. Bonnie Litvack

Prior Planning Exercises

2010

Robust. Outside firm. Extensive look at healthcare landscape

Focus on substantive issues. Familiar: e.g., insurance hassles, med mal, collective negotiation.

Organization: Also familiar: “adopt innovative membership strategies”, non-dues revenue.

Follow-Up. No clear evidence of consistent efforts.

Prior Planning Exercises

2018

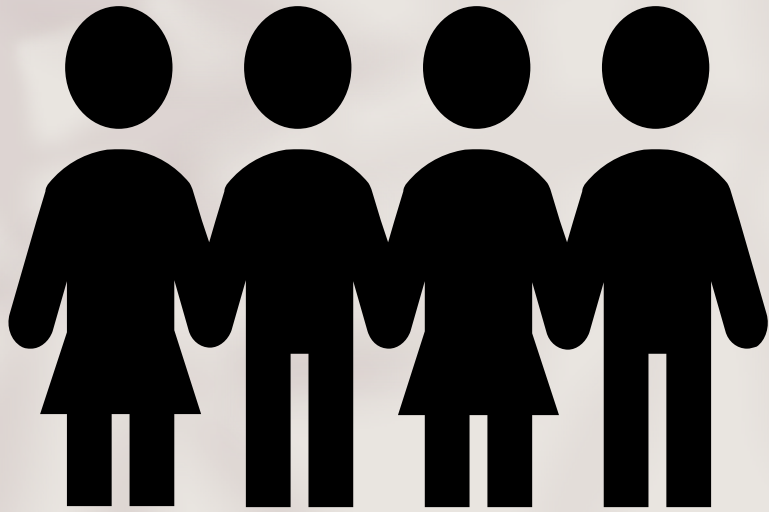
Outline. In-house.

Areas: Membership, CME, Operations (staff, real estate, regionalization), HOD Modernization, Advocacy.

Familiar Focus: increase membership with communication and leadership development, non-dues revenue, physician well-being, collective negotiation (explore union affiliation), med mal.

Follow-Up. No clear evidence of consistent efforts.

Our New Strategic Planning Effort



Planning Committee

- Appointed by Dr. Sellers in April 2022
- Includes Drs. Litvack (Chair), Mehta, Pipia, Madejski and Clark

Some Initial Questions

- **Facilitator?**

- ***Dr. Rohack***: Former AMA and TMA President

- **Process?**

- ***Pre-Meeting***: Blue sky suggestions. Narrow to agreed set of issues. Member needs survey.
- ***Meeting***. Over weekend. Focus on selected issues. Small groups. Ground rules to emphasize participation and diverse input.
- ***Post-Meeting***. Approve report. Use consistently.

Some Initial Questions

Who Participates?

- ***Diversity***: Race, gender, LGBTQ, ethnicity, age, as well as geography, practice type, thinking. Include any non-members?
- ***Number***: Limit to around 35 total. Include representatives from staff, counties, sections.

Some Initial Questions

Funding?

- ***Physicians Foundation***: Applied to use \$43,000 remaining in leadership grant.
 - **Funding proposal attached to agenda.*
 - ** *Includes Member Needs Survey Contract*
- ***MESF or MSSNY***. As back-up, request that MESF or MSSNY fund, including Member Needs Survey.

Which areas do we address?

Consider addressing:

- Mission and Core Values
- Membership
- Non-Dues Revenue
- Physician and Patient Advocacy
- Public Health
- Other?



Timeline

One possible scenario:

- September 2022: Strategic Planning Committee finalizes process.
- October 2022: Funding secured -- Physician's Foundation or MESF/MSSNY.
- November - December 2022: Pre-meetings, Blue Sky Proposals.
- January or February 2023: Strategic Planning Weekend. Likely:
 - January 7-8
 - February 4-5
 - February 25-26
- March 2023: Staff to compose initial draft of strategic plan based on Planning Group input.
- April 2023: Strategic Plan presented to Board, Council and House. Strategic plan discussed and, with any modifications, adopted.