

# **OAKLAND COUNTY MEDICAL SOCIETY**

## **OCMS Strategic Plan**

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### **Purpose of the Oakland County Medical Society**

Oakland County Medical Society advocates for, informs and empowers physicians so they can focus on providing the best quality patient care now and in the future.

### **Vision of the Oakland County Medical Society**

By improving health care delivery and consequent health, we improve the quality of life in Oakland County

### **Mission of the Oakland County Medical Society**

To grow Oakland County's community of actively involved physicians served by an organization positively impacting their work environment to improve the practice of medicine

### **Broad goals to achieve our mission are:**

- (1) Advocate for a healthy business and practice environment for physicians in Oakland County
- (2) Provide direct services to physician members that positively impact their ability to practice medicine effectively and efficiently
- (3) Increase physician support and affiliation to organized medicine as a community of professionals

**Goal One: Advocate for a healthy business and practice environment for physicians in Oakland County**

Strategies to Achieve Goal:

- A. Present the physician viewpoint on health care delivery issues to the appropriate entities
  - i. Connect physicians with area media to provide the physician perspective in news reporting
  - ii. Meet and interact regularly with state legislators representing Oakland County
  - iii. Affiliate with area coalitions, stakeholder groups, and task forces whose goals and objectives impact the delivery of patient care and/or business issues
  - iv. Schedule and attend regular meetings with insurance company staff and senior staff to address company policies of interest or concern to members
  - v. Organize local opportunities for physicians to meet candidates for office and exchange views about the health care delivery system
- B. Communicate physicians' value in the community and the health care delivery system
  - i. Maintain contact with and assistance to community service partners approved by the OCMS Board of Directors
  - ii. Communicate physician participation in service projects within the community and to MSMS

**Goal Two: Provide services to physician members that positively impact their ability to practice medicine effectively and efficiently**

Strategies to achieve goal:

- A. Serve as First Responder for Members
  - i. Personally assist members and their office staff in identifying and connecting with the appropriate legal, regulatory, administrative and legislative resources to remedy practice problems
  - ii. Connect physicians with appropriate staff and available member benefits within the federation of medicine (state and national)
- B. Collect needed data for MSMS and the AMA to resolve reimbursement and administrative concerns among the physician community and their medical office staff
- C. Share important news with members pertaining to policies affecting health care administration, coding and reimbursement policy
- D. Assist physicians as much as possible with an understanding of electronic health records and other new technologies and changes in health care delivery
- E. Assist physician member offices to better inform their patients regarding their health care rights and obligations
- F. Provide tangible products that assist physicians in managing a compliant office

**Goal Three: Increase physician support and affiliation to organized medicine as a community of professionals**

Strategies to Achieve Goal:

- A. Maintain an aggressive solicitation program of all non-members in cooperation with MSMS
- B. Actively promote member benefits and services to both members and non-members
- C. Support physicians-in-training to become aware of organized medicine's agenda
- D. Maintain communications between and among hospital medical staffs, physician organizations, medical group managers, and practice administrators on issues of relevance to all parties
- E. Provide specific opportunities for employed physicians to gain access to services relevant to their professional positions
- F. Explore new opportunities for physician members to give to the community through social networking
- G. Seek new opportunities for physician members to share mutually advantageous information, staffing, purchasing power, and professional services
- H. Continue to manage the resources of OCMS in a fiscally responsible manner