

YCMS STRATEGIC PLAN 2016-2018

OUR MISSION: Empowering Yakima County physicians to advocate for their profession.

OUR VISION: Assure that physicians can use the power and responsibility of their professional licenses to advocate for their patients, making Yakima an ideal place to practice medicine.

ADVOCACY

Advocate for Yakima County physicians regardless of practice setting or specialty.

Continue to push for fair practices for employed physicians.

Expand the role of every YCMS officer to encourage them to meet with legislators during off season in their home districts.

Hold the WSMA accountable for enacting policy passed at the House of Delegates.

MEMBERSHIP

Support the future of medicine by engaging medical students and residents. Build an environment where young physicians can thrive.

Enhance camaraderie among physicians by providing a forum for conversation regardless of specialty or practice setting. Reach out to potential members through Pink Flamingo happy hours.

Distribute business cards with organization values and goals to prospective members.

Recruit and retain members in order to grow membership by 10% a year over the next 3 years.

ASSOCIATION SUSTAINABILITY

Recruit young talent to the board

Continue to build reserves with the eventual goal of cultivating an investment account able to provide 75% of operating budget from dividends.

Review and update board bylaws every 5 years.

Hold every officer accountable for attendance and participation with yearly measurable goals.

Have each board member sign an annual conflict of interest form.

PROFESSIONAL DEVELOPMENT

Continue to provide excellent CME opportunities in relevant and meaningful ways to engage all Yakima providers regardless of practice setting.

Expand educational programming on professional development topics such as "what every physician needs to know about employment law."

Revitalize enthusiasm for the practice of medicine and help physicians avoid burnout.

Provide leadership and mentoring opportunity to members by developing tools and resources that promote leadership traits.

EXTERNAL RELATIONS

Increase public and organizational visibility and knowledge of YCMS through local media exposure.

Increase public awareness that physicians are the strongest advocates of patient health and welfare.

Improve and grow our relationship with other medical organizations.

Improve website communication and increase marketing of our website to ensure it is the one stop information source for Yakima physicians and PAs.

More outreach at local health fairs.

Yakima County Medical Society
*Empowering Yakima County physicians
to advocate for their profession*

