

2009 STRATEGIC GOALS

Vision

To be the most valued and credible professional eye care organization.

Mission

To advance the lifelong learning and professional interests of ophthalmologists (Eye M.D.s) ensuring that the public can obtain the best possible eye care.

- I. Membership
Provide educational and professional services that attract, retain and increase Academy membership.
- II. Education
Offer educational programs to promote clinical currency and professional competence in the United States and internationally.
- III. Advocacy
Advocate effectively on behalf of ophthalmology and for the eye care needs of the public.
- IV. Ophthalmic Practice
Offer management resources that anticipate and meet the needs of ophthalmic practices.
- V. Fiscal
Manage our financial resources to provide the highest quality education and professional services for our members.
- VI. Organization
Utilize tools and systems to advance our ability to manage the organization effectively.