

## **2011 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.

- Enhance membership value expanding and improving the Academy's social media tools to allow for more member engagement and professional networking.
- Expand Academy downloadable product offerings giving members more flexibility in purchasing products and services
- Enhance the member's online purchasing experience through a redesign of the Academy store

#### **II. Education**

Offer educational programs to promote clinical currency and professional competence in the United States and internationally.

- Foster international collaboration and cooperation through the implementation of the 3 year international plan.
- Enhance the globalization of educational materials by providing international members opportunities to participate on committees.
- Substantially enhance the Resident Education Center (REC) through an adaptive LMS platform (Learn.com) and the acquisition of many teaching modules in all the subspecialty areas, including Pathology/Oncology and Optics.

#### **III. Advocacy**

Advocate effectively on behalf of ophthalmology and for the eye care needs of the public.

- Expand EyeSmart website to provide richer content for the public.
- Advocate for members as health care reform is implemented and keep the membership abreast of critical reform issues that impact patients, physicians, and the profession.

#### **IV. Ophthalmic Practice**

Offer management resources that anticipate and meet the needs of ophthalmic practices.

- Develop and execute the plan that explores how the Academy can collaborate with the healthcare IT industry to utilize the Academy standards and resources

#### **V. Fiscal**

Manage our financial resources to provide the highest quality education and professional services for our members.

- Achieve a net operating income goal of 3%
- Develop and execute a resource allocation plan that reviews and where appropriate, makes changes to existing product lines, and member services.
- Develop new revenue opportunities including for the ONE Network.
- Ensure ongoing philanthropic support for the priority educational, quality of care research, and public service programs of the Academy through the work of the Foundation Advisory Board.

#### **VI. Organization**

Utilize tools and systems to advance our ability to manage the organization effectively.

- Implement new online performance mgmt system.
- Complete an organizational strategic planning process.
- Provide opportunities for each ophthalmologist to more fully integrate the office eyecare team with Academy programs and products
- Develop a role for international members in organizational governance
- Transition Foundation primary responsibilities into the development arena
- Complete transition of Washington office into new facilities with integrated role of Medical Director, Federal Affairs