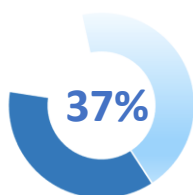


The Medical Society of Delaware involved and engaged members in a variety of ways to develop a three-year strategic plan for the organization.

Eleven (11) MSD stakeholders participated in strategic conversations and 131 physician and practice managers completed an online survey. A Strategic Planning Steering Committee, comprised of 13 MSD members and staff, met monthly to help guide the planning process. This serves as a summary of the input received and the final Strategic Plan.

PERCEPTIONS



of survey respondents believe MSD **made notable progress** in achieving prior strategic planning goals.

44%

were **unsure** if MSD made notable progress in achieving prior strategic planning goals.

MSD COMMUNICATIONS

98%

of survey respondents prefer email or e-newsletter.

59%

would use an app to receive MSD communications.

MSD STRENGTHS

- Respected organization
- Legislative efforts
- Guidance, support and education

MSD CHALLENGES

- Specialty-physician focused
- Membership
- Communication

REPRESENTATIVE QUOTES FROM SURVEY

“Professional organization committed to improving the health of communities and giving physicians a voice.”

“Advocate for physician interests and the health interests of Delawareans.”

“Strong reputation in the community, with insurance companies and with legislators.”

“Is a place to call with questions and for guidance, like malpractice and other types of insurance.”

“Communication can be strengthened by a greater focus on current issues and practice-management advice.”

MSD MISSION STATEMENT

To guide, serve and support Delaware physicians, promoting the practice and profession of medicine to enhance the health of our communities.

PRIORITIES AND GOALS



I: MEMBERSHIP ENGAGEMENT

GOAL: MSD will employ effective strategies to increase physician involvement and engagement. The value of membership will be a primary focus for MSD to demonstrate going forward. This will be communicated by way of various communication channels and will include physicians, residents, medical students, physician assistants and physician office staff.



II: PHYSICIAN ADVOCATE

GOAL: MSD will be a primary voice for all physicians, representing and advocating the role of the medical profession in the ever-changing health care landscape. MSD will work collaboratively with like-minded health care organizations, associations and elected officials to make Delaware a desirable place to practice medicine for all physicians.



III: HEALTHIER DELAWAREANS

GOAL: MSD will encourage the professional development of physicians, as well as efforts that create meaningful, systemic change toward more equitable health care environments. MSD will lead efforts to promote improved public health in local communities across the state through strong physician-patient partnerships, along with improved health literacy for patients. In this way, patients will be assured of access to high quality and affordable medical care within the health care system.



IV: ORGANIZATIONAL VITALITY

GOAL: MSD will ensure diverse representation within its staff, membership, committees and leadership to better manage operations and support functions that lead to a vibrant, financially viable medical organization for the future.

STRATEGIC PLAN COMMUNICATION OBJECTIVES

Leverage existing MSD communications platforms, and incorporate priorities, goals and strategies into all communications, to:

1. Expand understanding of MSD's goals, programs and services.
2. Increase the number of members and member engagement, involvement and referrals.
3. Build and strengthen strong community and partner relationships.

NEXT STEPS

- The input and feedback received during the strategic planning process will guide the work of MSD staff, committees and leadership to support physicians throughout the state and improve the health of those living in Delaware.
- MSD staff, committees and the Executive Board will focus on the goals, strategies and actions in the plan and regularly report success measures on an MSD dashboard.
- MSD looks forward to keeping all members, staff, partners and the community informed of progress in meeting the priorities of this important work.