

## CMS-Component Study (**Action**)

**The CMS-Component study defined:** The 2014 House of Delegates directed a study to recommend the future roles of CMS and component societies in supporting the delivery of programs and services to physician members. The board of directors appointed a study committee that started deliberations in late 2015 and continued deliberations into 2017.

**2016-2107 board operational plan:** The study was included in the board’s current year operational plan to be completed June 1, 2017 and this deadline was achieved.

**Study process:** Several conference calls were onducted by the study committee beginning in 2015. A profesinal facilitation of CMS and component society executives in 2016 identified what CMS and component socieites do in their business model, produced a thematic goal and five things that are important right now. A subsequent small group exercise produced the remaining outcome titled “How we will execute.” The study report was unanimously approved the CMS-Component Study members and embraced by CMS and Component executives.

**What the board will be voting on:** Adotion of the following final CMS-Component Study report

### CMS-Component Study: Final Report: For Approval

#### 1. WHAT DO WE DO?

We support the practice of medicine in Colorado by:

- Advocating
- Communicating
- Educating

#### 2. WHAT’S MOST IMPORTANT RIGHT NOW?

##### *Thematic Goal*

**By 2020, all physicians will belong to the CMS/Component organization because it is their most valuable professional organization**

**Create & maintain an accurate physician database**

*Defining objective*

**Complete a statewide market analysis**

*Defining objective*

**Compete for membership aggressively**

*Defining objective*

**Develop a value proposition that supports individuals’ business models**

*Defining objective*

**Professionalize our organization(s)**

*Defining objective*

**Achieve leadership buy-in.**

*Defining objective*

### 3. HOW WILL WE SUCCEED?

<b>A. What we do well.</b>	<b>B. What we need to do better.</b>	<b>C. What we need to stop doing or not do at all.</b>
<ol style="list-style-type: none"> <li>1. <b>Advocacy.</b></li> <li>2. Others:               <ul style="list-style-type: none"> <li>○ Local touch.</li> <li>○ Share information when asked.</li> <li>○ Collaboration on well-defined projects.</li> <li>○ Practice management expertise.</li> <li>○ Joint online membership application &amp; dues payments.</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Communicating</b> with members, each other, expectations of each other, coordinating communications, communicating in a more organized way.</li> <li>2. Others:               <ul style="list-style-type: none"> <li>○ Align resources.</li> <li>○ Develop and Demonstrate Physician &amp; Staff Leadership</li> <li>○ Understand Our Customer's Needs Better.</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Duplication</b> of efforts, resources, services, overlapping emails.</li> <li>2. Others:               <ul style="list-style-type: none"> <li>○ Undermining others through passive-aggressive behavior.</li> <li>○ Stop operating in isolation of each other.</li> <li>○ Being “order takers” for membership recruitment &amp; retention.</li> <li>○ Sending out emails at 5 pm on Fridays.</li> </ul> </li> </ol>

**4. HOW WE WILL EXECUTE:** Execution is a disciplined process involving a logical set of connected activities. Without a planned approach to execution, it is exceedingly difficult to achieve overall goals. Colorado Medical Society and interested component societies commit to the following engagement on an annual basis.

- a. **Membership recruitment and retention:** Membership recruitment and retention shall be the ongoing priority in the CMS-component relationship. A meaningful member value proposition shall drive retention and recruitment activities.
- b. **Communications:**
  - i. An in-person meeting every six months dedicated to strengthening the joint member value proposition, one of which shall be dedicated to development of the CMS annual operational plan with the specific intent of identifying mutually beneficial alignment.
  - ii. Conference calls: A conference call shall be conducted every two months for the purpose of discussing issues of mutual interest.

- iii. Basecamp: A virtual Basecamp shall be initiated so CMS and component executives can communicate and share information between conference calls and in-person meetings.
- c. **Strategic and operational plan sharing:** Strategic and annual operational plans will be shared for the purpose determining alignment and opportunities for collaboration.