

American Association of Clinical Endocrinologists

American College of Endocrinology

STRATEGIC PLAN 2017-2019

### **AACE Mission**

The American Association of Clinical Endocrinologists is a professional community of physicians specializing in endocrinology, diabetes, and metabolism committed to enhancing the ability of its members to provide the highest quality of patient care.

### **AACE Vision**

The American Association of Clinical Endocrinologists is the organization focused on endocrinology, diabetes, and metabolism that is most:

- Recognized worldwide for its clinical leadership
- Valued by clinical endocrinologists and other healthcare professionals
- Trusted by patients
- Respected by healthcare decision-makers and the public

### **ACE Mission**

The American College of Endocrinology is a scientific, educational and charitable medical organization dedicated to promoting the art and science of clinical endocrinology, diabetes, and metabolism for the improvement of patient care and public health.

### **ACE Vision**

The American College of Endocrinology is the premier organization advancing the care and prevention of endocrine, diabetes, and metabolic disorders by:

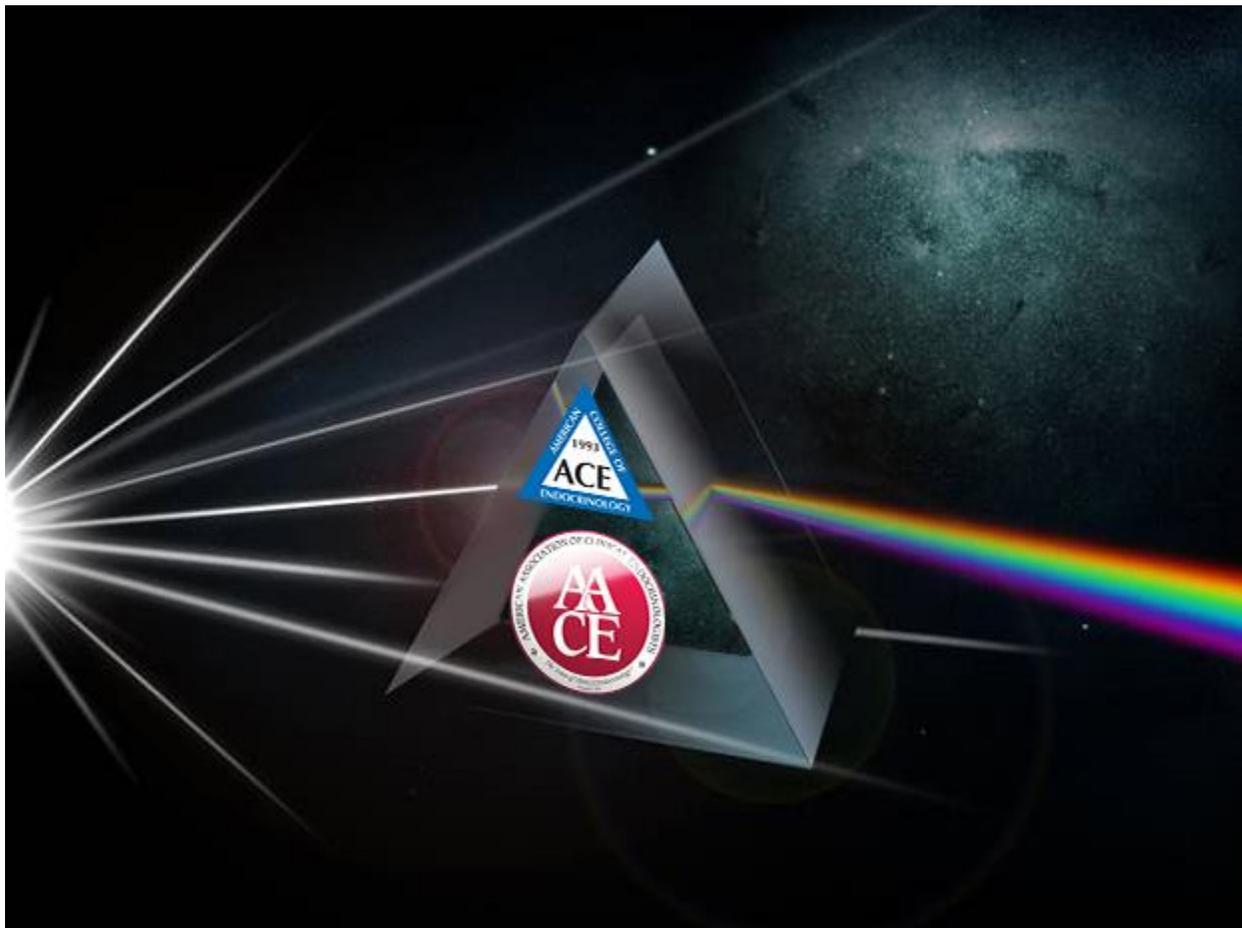
- Providing professional education and reliable public health information
- Recognizing excellence in education, research and service
- Promoting clinical research
- Guiding the future of Clinical Endocrinology

## 1. Preamble

The AACE and ACE Strategic Plans are mandated by Board policy and reflect prevailing factors in American healthcare that affect AACE and clinical endocrinology. This 2017-2019 AACE/ACE Strategic Plan continues the format adopted in 2014 which processes opportunities using a Prism model, while providing necessary latitude and flexibility for organizational growth and preeminence.

The Prism heuristic (see figure below) embodies anticipated challenges facing AACE/ACE over the next 3 years and a method to successfully navigate this changing landscape to produce viable solutions.

### The Prism Heuristic



- Rays of light represent opportunities
- The Prism represents AACE/ACE organizational structure, goals, and positioning to capture certain opportunities
- Internal refraction and spectral output represents implementation and specific AACE/ACE activities

## 2. Disease State Environment

Updated by ACE Disease Scientific Committees:

- Adrenal Scientific Committee
- Diabetes Scientific Committee
- Endocrine Surgery Scientific Committee
- Lipids Scientific Committee
- Neuroendocrine and Pituitary Scientific Committee
- Nutrition Scientific Committee
- Obesity Scientific Committee
- Bone and Parathyroid Scientific Committee
- Pediatric Endocrinology Scientific Committee
- Reproductive Endocrinology Scientific Committee
- Thyroid Scientific Committee

## 3. Strategic Priorities

Representatives from the Board of the Directors of the American Association of Clinical Endocrinologists (AACE) and Board of Trustees of the American College of Endocrinology (ACE) met February 10 through 12, 2017, to review progress on the AACE/ACE 2014-2016 Strategic Plan and develop the AACE/ACE 2017-2019 Strategic Plan. The Board agreed to develop the Strategic Plan using the AACE/ACE *Mission Statements* and *Vision Statements*, in-place since 2010.

The strategic priorities critical to the achievement of the AACE and ACE Vision - *Critical Conditions for Success (CCS)* - were reviewed. The representatives determined these critical conditions were still appropriate and specified measurable, results-oriented strategic objective priorities for the next three years that will meet member needs and enhance AACE/ACE in furthering educational and public health goals.

The Critical Conditions for Success and Strategic Objective Priorities are now combined and collectively referred to as Strategic Priorities (SP). Each SP represents a concrete effort/initiative that supports the AACE/ ACE mission and vision statements. AACE/ACE continues to focus on the following areas:

### 1. AACE/ACE Brand

AACE/ACE will undertake efforts that enhance value to members, patients, the public, and other stakeholders.

### 2. Socioeconomics and Practice Issues

AACE/ACE realize the changing practice environment is placing stressors on the practice of clinical endocrinology. To improve the practice environment AACE/ACE will collaborate with others to reduce administrative burdens while maximizing reimbursement.

### 3. AACE/ACE Revenue streams

To support our efforts in providing service to members and value to our patients, AACE/ACE will evaluate current sources of revenue and examine new sources of revenue that provide service to members in the care of their patients. AACE/ACE will evaluate

methods of leveraging our clinical content and clinical expertise to maximize their value and the future of clinical endocrinology.

#### **4. Advocacy**

AACE/ACE will take steps that strengthen our legislative and regulatory presence on behalf of our members and their patients through further development of our public advocacy and education efforts.

#### **5. Infrastructure**

AACE/ACE will make investments in infrastructure to support the strategic priorities. These investments include information technology and the ongoing professional development of AACE/ACE staff. The infrastructure surrounding governance and roles of AACE/ACE will also be evaluated to assure organizational effectiveness.

### **4. Protocol for Managing Opportunities and Goals.**

The AACE/ACE Strategic Plan provides the impetus for (1) discovering and evaluating opportunities and transforming them into concrete proposals and (2) creating goals that comprise a set of concrete proposals. A formalized sequential process will optimize these AACE abilities based on the following objective criteria:

1. AACE will routinely conduct formal environmental scans. The scans will provide insights and guidance on trends and external factors likely to impact the organization. Environmental scans allow an organization to be more proactive in designing services or realigning resources.
2. External opportunities may be discovered and goals may be created internally.
3. Opportunities and goals will be routed to the AACE/ACE President to determine the appropriate vetting process (see Appendix for Quantitative Tool).

### **5. AACE/ACE Goals for 2017-2019**

The AACE/ACE Strategic Planning Committee developed high-priority goals (with sets of proposals) based on specific SPs. The goals focus on areas that improve the practice environment for members and their patients. This is accomplished through increasing the visibility of AACE/ACE among appropriate stakeholders and assuring AACE/ACE has the necessary infrastructure to support members in the changing healthcare environment.

The full strategic plan is available to AACE members in the members section of the AACE website.