

San Diego Society National Medical Association 2002 Strategic Plan: Goals/Objectives/Activities

Mission: To uphold the vision, mission, and goal of the NMA and, where applicable locally, support organizational programs of the national office.

Goal: PROFESSIONAL EDUCATION

Keep NMA members abreast of rapidly occurring advances across the various medical specialties and the changes affecting medical practice.

SCIENCE AND SCHOLARLY EXCHANGE

Advance scientific and clinical knowledge to identify and facilitate new directions in medicine.

PUBLIC HEALTH

Prevent health problems and promote healthy lifestyles, particularly among African American and underserved populations.

HEALTH POLICY

Advocate to improve the status of health and the quality and availability of health care to African American and underserved populations.

MEDICAL EDUCATION

Facilitate an increase in the representation of African Americans and other underrepresented groups in medicine.

RECOGNITION

Honor those who have made outstanding achievement pertaining to health, medicine and the National Medical Association.

Approach:

- A. Disseminate National, Regional, State, and local information to the San Diego physician.
- B. Hold at least two annual local CME symposiums.
- C. Promote the efforts of National and local Immunization efforts and other public health campaigns as they develop.
- D. Create a venue for local physicians, in all disciplines, to address issues that are of immediate concern to their practice of medicine.
- E. Contribute to local efforts at UCSD to increase awareness about diversity in healthcare.
- F. Resume efforts of the previous Mickey Leland Scholarship Awards Program.
- G. Maintain collaborative approach and continue to develop and enhance strategic partnerships to achieve the goals of NMA

Objectives and Activities:

- A. By April 2002, the San Diego Society of the NMA will approve a written plan for dissemination of information to local constituents to improve communications and enhance membership.
 - Hire temporary help to update physicians database
 - Develop a local physicians directory by June 2002
 - Resume checking account at Union Bank of California on Euclid Avenue.
 - Actively recruit membership dues from members by the June 2002 and then by Jan 15 of subsequent years
 - By September 2002, develop on-line presence through web development company used to develop the Region VI website.

- A. By July 2002, amend current 2002 Meeting Calendar to include two weekend 4 hour symposium
- Schedule one symposium for September 2002 (Ex: Pain Management, Genomics, Medical Errors, Hep C)
 - Schedule one symposium for March 2003
- C. By September 2002, approve a written plan that integrates efforts to participate with the National Immunization plan and the local I-3 Immunization Initiative.
- Promote the current CDC guidelines for immunization of children, youth, and adults.
 - Advocate for access and availability of vaccines for seniors and adults at risk.
 - By June 2002, solicit at least one (1) NMA member in private practice to volunteer for participation in the County of San Diego, CDC-AACASA software pilot testing for assessing adult and adolescent immunization coverage pilot testing program.
 - By September 2002, work with the County of San Diego, I-3 Initiative to identify a methodology for reaching high-risk adults in the African and African American community.
 - Participate in any promotional campaign to encourage the immunizations for all age appropriate individuals.
 - By July 2002 establish collaborative effort with County of San Diego, I-3 Initiative to promote adolescent health visit to providers. (Collaborate with Pizzaz)
 - By September 2002, in collaboration County of San Diego, I-3 Initiative, develop an educational news announcement and place in the local Voice and Viewpoint magazine about the importance of the adolescent health visit. Plan for initial distribution in conjunction with “back to school” activities. (Collaborate with the State Department of Health and Human Services and local Health Department)
 - By December 2002, develop strategies for evaluating adult immunization activities.
 - By September 2002, identify pharmaceutical funding source for this objective (Ex: Merck, Wyeth-Ayerst)
- D. Collaborate with governmental officials to develop a venue or forum to voice concerns about issue that impact the practice of medicine.
- Continue current efforts with Congressman Bob Filner’s office already initiated by Drs. Robinson and Wooten.
 - By week of August 12, 2002, convene a town-hall meeting to discuss Medicare and pharmaceutical issues as well as issues related to access of healthcare.
 - By July 2002, develop a “black paper” relative to the above issue.
- E. Contribute to local efforts at UCSD to increase awareness about diversity in healthcare.
- By August 2002, have at least 5 members registered to attend the UCSD Diversity in Medicine Symposium.
- F. Resume efforts of the previous Mickey Leland Scholarship Awards Program.
- By June 2002, Assign member to coordinate and strengthen membership efforts (Dr. Rapier)
 - By July 2002, develop a written plan to conduct the next Mickey Leland Scholarship Awards Program.
 - By September 2002, establish next Medical Student Mixers (Welcome to new and old students)
 - By December 2002, secure \$500 from 10 NMA members to contribute to the development of a local Endowment Fund for the Mickey Leland Scholarship Fund. (To date one physician has made this contribution).
 - By January 2003, secure 10 - \$5000 matching funds for the Mickey Leland Scholarship Fund.
 - By May 2003, develop the Mickey Leland Scholarship Endowment Fund through UCSD School of Medicine.
 - By April 2003, host a resurrected Mickey Leland Scholarship Program.

- G. Develop and maintain collaborative approaches to enhance strategic partnerships in achieving the goals of NMA
- By July 2002, develop a plan to form a better alliance with other existing healthcare organizations comprises of African American professional and other professionals of color. These include, but are not limited to, the San Diego Black Health Associates, Black Nurses Association, etc.

Priorities:

1. Resurrect Local NMA checking account (in progress).
2. Increase local NMA membership
3. Formulate strategic partnerships with other organizations that are interested in the health of African Americans and people of color.
4. Maintain strong ties with medical students and pre-med students.