

## San Diego Society, National Medical Association 2004 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 June 2004, 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 (Membership Chair).
  - Develop a local physicians director by June 2004
- B. By April 2004, include two weekend 4 hour symposium
  - Encourage attendance at 2004 NMA Annual conference in San Diego
  - Schedule one symposium for September 2004 (Pfizer sponsored)
  - Schedule one symposium with Dr. Robinson in fall 2004

- C. By June 2004, 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 July 2004, 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.
  - Participate in any promotional campaign to encourage the immunizations for all age appropriate individuals.
  - By September 2004, 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 August 2004, develop strategies for evaluating adult immunization activities.
  - By July 2004, identify pharmaceutical funding source for this objective (Ex: Merck)
- D. Collaborate with governmental officials to develop a venue or forum to voice concerns about issue that impact the practice of medicine.
- By December 2004, develop plan to convene a meeting with state legislatures (in conjunction with GSMA and SDCMS) to discuss Medicare reimbursement and pharmaceutical issues, as well as issues related to access of healthcare.
  - By July 2002, develop a "position paper" relative to the above issue.
- E. Contribute to local efforts at UCSD to increase awareness about diversity in healthcare.
- Continue to work with UCSD in planning the UCSD Diversity in Medicine Symposium, Oct 2004,
  - Recruit at least 5 members to register and attend the UCSD Diversity in Medicine Symposium.
- F. Resume efforts of the previous Mickey Leland Scholarship Awards Program.
- By January 2004, Assign member to coordinate and strengthen membership efforts (Dr. Rapier)
  - By April 2004, develop a written plan to conduct the next Mickey Leland Scholarship Awards Program (Stephanie Edwards).
  - By September 2004, host a resurrected Mickey Leland Scholarship Program.
  - By September 2004, 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 October 2004, convene a Medical Student Mixers (Welcome to new and old students).
  - By January 2005, 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.
- G. Develop and maintain collaborative approaches to enhance strategic partnerships in achieving the goals of NMA
- By July 2004, 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.