

# Strategic Plan 2015 – 2017



Continuing Education

Legislative & Advocacy

Member Service, Value &  
Satisfaction

Organizational Sustainability

## 1. Continuing Education

- a. Provide opportunities for members to obtain the management and technical training needed to prosper in today's complex industry.
  - i. Consider developing more intentional education tracks at events to ensure that the needs of all three practice modes are addressed, as well as the unique educational needs of those at different ages of their expertise.
  - ii. Continue to provide high-quality and value-added education to members
  - iii. Continue education for MOA members on the evolving changes in the Affordable Care Act and its impact on scope of practice and essential benefits
  - iv. Modify education and awards events to emphasize networking and to engage members with each other – **Begin this at fall 2015 meeting**
  - v. Develop opportunities for women members to connect with each other without segregating them completely from the male membership. **N.O.W. Group began in 2015**
  - vi. Explore the potential for utilizing technical resources such as webinars, podcasts and or You Tube to allow members the opportunity to access educational offerings at their convenience.
  - vii. Consider the potential to create opportunities for some education events to allow members to bring their families and connect in a more social manner – **ongoing**

## 2. Advocacy & Representation - Ensure that the voice and interests of the O.D. industry is heard and represented with state legislators, regulators and industry stakeholders.

- a. **Legislative**
  - i. Continue the current advocacy focus and consider whether smaller and more narrowly-defined efforts might create greater opportunities for victories.
  - ii. Develop and implement an Anti-Kiosk legislative strategy
  - iii. Establish a Task Force to create a blueprint for a 3 to 5 year effort to develop a more pro-active approach to addressing Scope Expansion – include offensive and defensive strategies.
- b. **PAC**
  - i. Increase PAC participation by MOA members
  - ii. Achieve a 100% board member participation in the PAC
- c. **Grassroots Activities & Education**
  - i. Enhance member insight and understanding of the political process and the need for their involvement
  - ii. Improve communication to members about the availability of resources on the website to assist them in their political involvement.
  - iii. Awards for Key legislators at events – **Begin in 2016**
- d. **Advocacy with Third Party Payers**
  - i. Continue ongoing outreach with third-party payers
  - ii. Encourage MOA members to participate in these efforts where appropriate
  - iii. Assist with coding resources & transition to ICD-10
  - iv. ACA and ACO issues
- e. **Community Service**
  - i. Continue current outreach efforts by staff to community, and specialty healthcare groups and industry related associations
  - ii. Highlight MOA member's activities in supporting community outreach to educate the public about eye health and "annual eye exams".

3. **Member Service, Value & Satisfaction** - Establish and maintain strong connections to membership base and deliver quality programs and services at a good value.
  - i. **Member Retention**
    1. Enhance member engagement by increasing use of networking opportunities and through social media
    2. Conduct research to determine how to best connect with younger members to understand how to better establish the value of MOA membership.
  - ii. **Assess Opportunities to Enhance Member Benefits**
    1. Continue to explore options to expand the discount programs to offer other resources that can benefit members and or their employees
    2. Continue to promote the resources available to members
    3. Pursue opportunities to make the member benefits more tangible
  - iii. **Communication**
    1. Improve communication efforts to increase member awareness of and better promote the wide array of resources available to members
    2. Obtain testimonials from satisfied Young Members to better explain the benefits of membership to new prospects and students
    3. Increase the communication about MOA legislative and third party successes, including to ODs who are not members of the MOA
    4. Establish a task force to explore opportunities to utilize internet technologies and social media to deliver education and to better communicate with members – includes assessing the potential of developing a smart app,
  - iv. **Website Enhancements**
    1. Review and enhance the existing MOA website to make it easier for members to use and to find the information they need. (new website to launch January 2016)
    2. work on developing a specialty listing for members to use for referrals
  
4. **Organizational Sustainability** - Maintain a professional, dynamic and financially sound organization that is recognized as one of the best in the industry.
  - a. **Administration** - Re-assess the staffing needs and consider the use of independent vendors and/or hiring additional staff to support the Executive Director to implement key new strategies
    - i. **Dues Risk Review**
      1. Conduct a research study to evaluate the potential long-term impact of the current member dues structure based upon the demographics of the members.
    - ii. **Sponsors**
      1. Explore new opportunities for sponsors to participate in MOA activities
    - iii. **Member Recruitment**
      1. Reach out to AOSA to engage these future OD's with MOA and to building opportunities to link them to members.
      2. Stay connected with female MOA members who have dropped their membership because they have stepped away from practice to raise their children in order to bring them back into MOA membership when they return to the workforce.
      3. Visit key Optometry schools to make a connection with students and get them to join as student members initially
    - iv. **Leadership Development**
      1. Explore and expand on opportunities to prepare and identify the next generation of MOA leaders and keep former leaders involved.
      2. Continue to develop a succession plan for board and leadership
    - v. **Intentionally Create a Vibrant MOA Culture**
      1. Develop actions and efforts throughout MOA to create a culture of engagement and fun that increase the desire of OD's to join the association
      2. Re-evaluate all offerings to ensure that they are valuable resources and enhance the value of the association to its members.