



COLORADO MEDICAL SOCIETY

STRATEGIC PLAN

MISSION

To champion health care issues that improve patient care; promote physician professional satisfaction; serve as a place of inclusion and belonging for all Colorado physicians, residents and medical students; and create healthier communities in Colorado.



CAREER ADVOCACY

Goal: Colorado physicians have successful and satisfying careers.

- Conduct outreach targeting medical schools and residency programs, designing a **mentorship/communication** initiative to guide career decisions and connect students and residents to the everyday life of practice and the career and professional life resources necessary for success.
- Provide **customized career and employment resources** informing CMS member decisions on employment relationships and career pathways.
- Orient trainees and physicians, training them to **advocate for their careers, profession, and practices**.
- Support and sustain **physician-led health care** through relevant programs, services, and advocacy initiatives.
- Orient CMS members to **evolving models of care and techniques or technologies** designed to reduce the burden of practice.



PRACTICE SUSTAINABILITY

Goal: The professional and practice environment supports sustainable patient-centric care.

- Promote **CMS policy recommendations** that improve care, reduce regulatory burdens that limit effective clinical decision-making and decrease the quality of care, and promote sustainable practice of medicine and physician careers in Colorado.
- **Continue political efforts** to elect policymakers supportive of policies encouraging patient-centric care and sustainable practices.
- **Continue grassroots activities** educating state legislators to the realities of modern physician-led health care in Colorado.
- **Advance a positive policy agenda** designed to improve the Colorado legislative and regulatory climate, incorporating recommendations to reduce the administrative burden on physician-led care and make Colorado a “destination of choice” for physicians.



PUBLIC TRUST

Goal: Patients and their families understand and support physicians providing evidence-based medicine.

- Collaborate with relevant organizations to **communicate vetted information on common health care conditions**, informing patients, their families, policymakers, and journalists about public health and clinical conditions issues.
- Identify and use relevant media, **providing expert opinions on public health or clinical issues**, acting as a trusted resource on health care.
- Explore communication efforts discussing the **realities of clinical care, payment, and health care successes** within the Colorado physician community with patients and their families.
- Identify and work with relevant professional societies or local organizations to **support a positive physician community in Colorado** through vetted information and resources.



THE FOUNDATIONAL COMMUNITY OF COLORADO PHYSICIANS

Goal: A supportive, diverse, and engaged network of members committed to supporting the life of Colorado physicians and their families.

- Improve the CMS member experience by providing **volunteer leadership pathways and networking opportunities** supporting member growth.
- Support and **collaborate with component societies** to improve efforts to create a positive physician community and sustainable practices through relevant programs, services, and initiatives.
- Create **customized CME, programs, or services** supporting different practice models and career stages.
- Create and support **customized communities** reflecting the diverse practice, professional, and personal characteristics of physicians in Colorado.
- **Activate and engage** all Colorado physicians in CMS's advocacy, education, and community efforts and the life of the physician community.
- Establish new **financial and partnership models** that strengthen CMS's ability to support physicians and advocate for the profession.