

OUR MISSION: To promote the highest quality of emergency care and serve as the leading advocate for emergency physicians, their patients, and the public.



OUR VISION: To ensure emergency physicians believe that ACEP is their home and community for career fulfillment and professional identity.

OUR STRATEGIC GOALS AND OBJECTIVES:

Career Fulfillment: Members believe that ACEP confronts tough issues head on and feel supported in addressing their career frustrations and in finding avenues for greater career fulfillment.

- Develop and implement ongoing, two-way systems to identify the issues that hinder career satisfaction and meaningfully demonstrate to members that we hear them.
- Position ACEP as the standard bearer for emergency medicine workplaces to increase career satisfaction for all emergency physicians and improve access and outcomes for patients.
- Focus resources, education and networks to assist members in identifying career opportunities and having career fulfillment across different professional interests or life stages.
- Remain diligent in addressing workforce solutions to ensure emergency physicians set the course for the future.

Advocacy: Members believe that they can rely on ACEP to fight for emergency physicians across all landscapes and levels, including federal, state and professional.

- Expand and strengthen the role, approach and impact of state-level advocacy.
- Streamline and innovate our advocacy approach and content to better communicate the relevance, impact and accomplishments of advocacy efforts and empower members to advocate for themselves within their own workplaces, regardless of employment model.
- Identify, test and adopt new funding strategies to support advocacy programs.

Practice Innovation: Members work with ACEP to revolutionize the management of acute, unscheduled care.

- Using a systematic approach, identify and support the implementation of models for emergency physicians that expand the practice of acute, unscheduled care.
- Develop an organization framework to support the creation of innovative models by anticipating emerging trends in clinical and business practices.

Member Engagement and Trust: Every member feels involved and personally connected, in different ways and at different levels, and trusts ACEP and its leadership.

- Build up the leadership pipeline within ACEP and throughout emergency medicine spheres of influence.
- Leverage personalization and opportunities for issue/interest-based participation to make a member's connection to ACEP more personally meaningful.
- Re-imagine the EMRA to ACEP pathway to retain more members upon residency completion.
- Develop recognition and rewards to redefine engagement.
- Measure and showcase the diversity and character of ACEP leaders and members.
- Enhance ACEP's brand positioning and communication strategies.

Resources and Accountability: ACEP commits to financial discipline, modern processes and transparent stewardship of resources aligned with strategic priorities most relevant to members and essential for the future of emergency medicine.

- Implement a systematic program evaluation process that considers new and on-going needs, return on investment/member value and ACEP's strategic plan.
- Invest in overhauling ACEP's digital infrastructure, processes and culture to modernize systems and improve the member and customer experience.
- Adopt effective project management techniques and data-driven decision-making processes.
- Re-examine membership and non-member models to fulfill our mission.
- Develop alternative or non-traditional revenue and in-kind sources and opportunities.
- Be more transparent and timelier in communicating College policies, processes, and initiatives.