



**UNITE.  
PROTECT.  
EMPOWER.**

# ACEP and EMF Strategic Priorities

**Sue Sedory  
Executive Director & CEO**

 American College of  
Emergency Physicians®

ADVANCING EMERGENCY CARE 



If you don't know  
where you're going,  
any road will get you  
there

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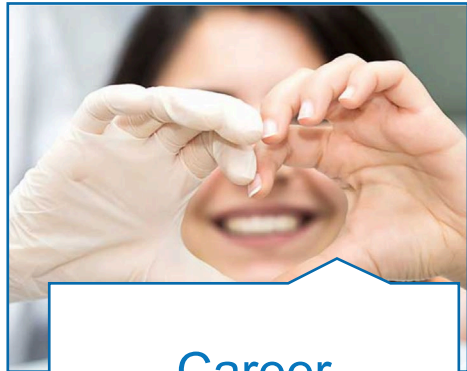
Lewis Carroll

**Emergency physicians believe that  
ACEP is their home and community  
for career fulfillment and professional  
identity**

## Five Strategic Pillars



Advocacy



Career  
Fulfillment



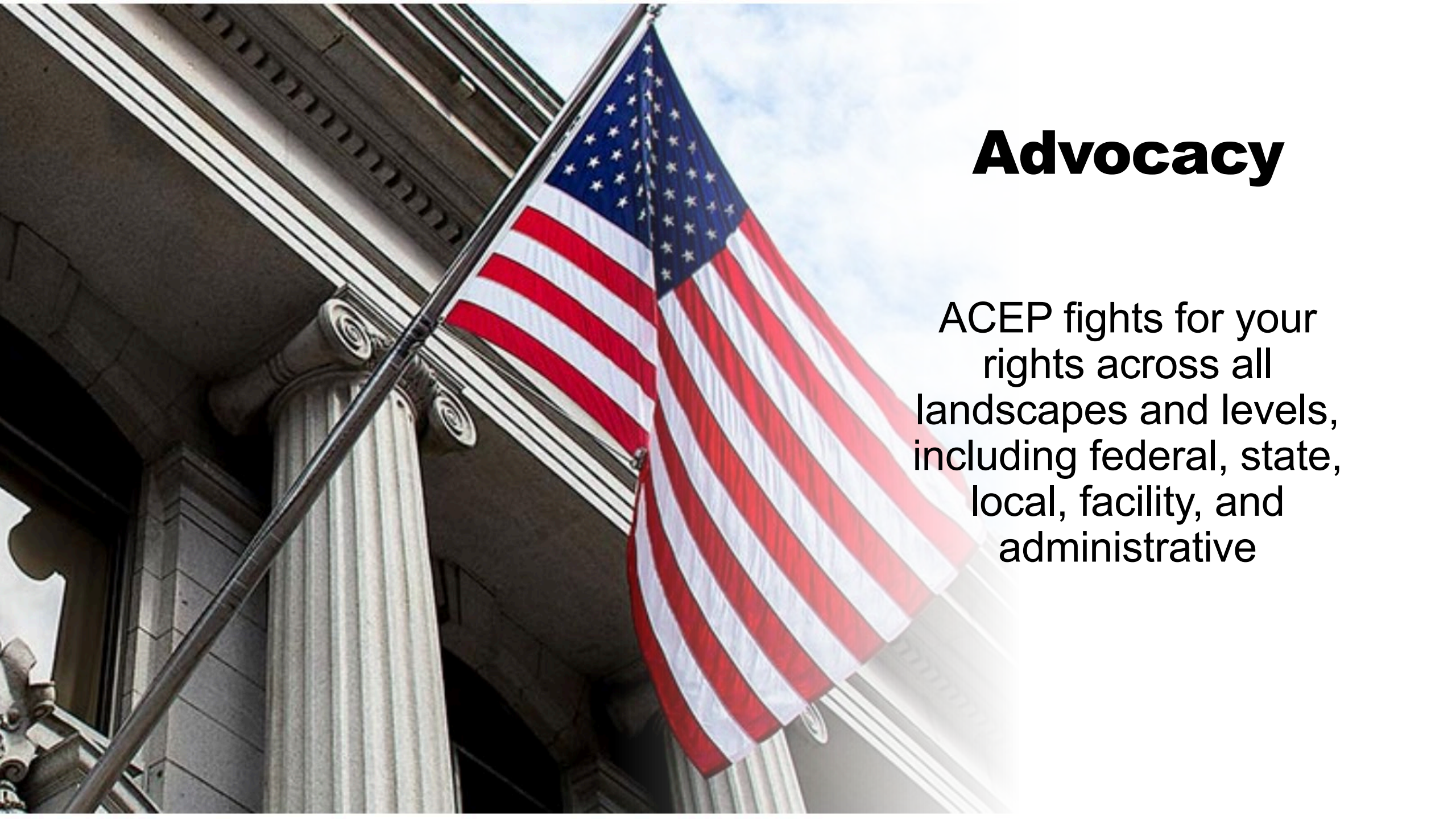
Practice  
Innovation



Member  
Engagement &  
Trust



Resources &  
Accountability



# **Advocacy**

ACEP fights for your rights across all landscapes and levels, including federal, state, local, facility, and administrative

# Advocacy

- Your reach can help create awareness about the business of EM
- Your innovative ideas can help us approach advocacy, especially at the workplace level
- Your partnership strengthens ACEP's voice on important policy matters

## STRATEGIES

- 1** Expand and strengthen the role and impact of state-level advocacy.
- 2** Standardize advocacy strategies and approach at the federal, state and workplace level.
- 3** Streamline advocacy content development and delivery.
- 4** Identify, test, and adopt new fundraising strategies to support advocacy initiatives.
- 5** Create awareness around the business of emergency medicine and have difficult discussions about possibilities and protections.

## GET PLUGGED IN



Join the 911 Network



ACEP Fights to Protect Physician Autonomy



Give to NEMPAC



Sign up for Regs & Eggs blog



Stay Current with the Action Alert Center



Live Blog from LAC22

# **Career Fulfillment**

ACEP supports you in addressing your career frustrations and seeking avenues for greater career fulfillment, and commits to addressing tough issues head-on.



# Career Fulfillment

- Your grant support is critically important for helping ACEP support well workplaces
  - Mental wellness and resiliency support
  - Manage legal, emotional and physical challenges
- Your solutions help us leverage experiential learning opportunities and digital networks for members with shared interests
- Your engagement helps us tackle the workforce issue for the future

## STRATEGIES

- 1** Develop and implement an ongoing system for identifying and addressing the issues that hinder wellness and career satisfaction for EPs.
- 2** Aggressively solve challenges and support well workplaces for all EPs using evidence-driven tactics.
- 3** Provide tools and resources members can use to advocate for themselves and implement these action plans locally.
- 4** Create and communicate a map to educate and assist EPs in finding career fulfilling opportunities based on different interests or at different life stages.

## GET PLUGGED IN



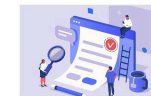
**Manage your job and contract in ACEP's Career Center**



**Use our Contract Checklist**



**Dive into employer transparency with Group Profiles**



**Access legal assistance**



**Discover wellness resources**



**Stay current with education**



**Get up to date on EM's Workforce**





# **Practice Innovation**

ACEP revolutionizes the acute, unscheduled care to anticipate emerging trends in clinical and business practices and develops new career opportunities for emergency physicians.

# Practice Innovation

- Your collaboration helps us think through and support the possibilities of new practice models
- Your desire for data helps us prove the value and quality of EM care
  - Emergency Medicine Data Institute (aka, CEDR 2.0)

## STRATEGIES

- 1** Using a systematic approach, identify two or three viable career options for emergency physicians that expand the practice of acute, unscheduled care.
- 2** Support the implementation of prioritized new high-value practice models.
- 3** Develop an institutional framework that will support the creation of innovative models going forward.

## GET PLUGGED IN



Join the Telehealth Section



[Discover Health IT resources](#)



Find new paths in ACEP's Career Center



Read the Rural Task Force Report

# **Member Engagement and Trust**

ACEP makes it easy  
for you to find and feel  
connected to your little  
corner of our big  
community



# Member Engagement and Trust

- Your partnership can help us develop diverse and engaged leaders, at the national and chapter level
- Your social media messaging can help us reach physicians in a more personal and influential way

## STRATEGIES

- 1** Leverage personalization and issue/interest-based engagement to facilitate connections and passive volunteering that's transparent, respectful, and personally meaningful.
- 2** Create new leadership development programs that are more accessible, inclusive and impactful within ACEP and beyond.
- 3** Re-imagine bridge from candidate to regular membership.
- 4** Develop recognition and rewards to honor all levels of engagement.
- 5** Measure and showcase the diversity and character of ACEP leaders and members.

## GET PLUGGED IN



**Discover wellness resources**



**Join the discussion on engagedED**



**Find your people**



**Join a Committee**



**Connect locally**



**Connect with our mentor matching**



**Pursue work-life integration**



# **Resources and Accountability**

ACEP ensures the thoughtful acquisition, alignment, and management of resources to achieve our strategic goals.

# Resources and Accountability

- Your fiscal discipline can help us adopt a more innovative and agile mindset
- As partners, we can reimagine how to reach members and customers better
- New grant opportunities and strategic partnership can drive revenue or provide essential in-kind support.

## STRATEGIES

- 1** Invest in overhauling ACEP's digital infrastructure to modernize systems, deliver a more personalized, proactive and responsive experience for members, and support exceptional customer service.
- 2** Implement a systematic program evaluation process that considers new and on-going needs, return on investment (including member value) and the College strategic plan.
- 3** Adopt effective project management techniques and data-driven decision-making processes.
- 4** Re-examine membership/non-member pricing models and explore other models that would be of interest to more eligible members and still allow us to fulfill our role.
- 5** Develop alternative/non-traditional revenue sources and opportunities to achieve our strategic priorities.
- 6** Ensure all ACEP communications are strategic, transparent, bidirectional, proactive, and effective.

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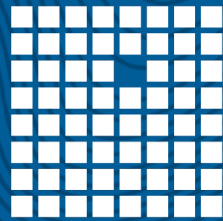
# Two organizations, investing in the future of emergency medicine

## ACEP 501(c)(6)

- 38% revenue from dues; 42% educational meetings/products
- 60% spending on advocacy, clinical affairs, communications, governance & infrastructure
- Collaboration with EMF on education, research and equity

## EMF 501(c)(3)

- Inspires individual philanthropy
- Secures financial support to advance the specialty and patient care
- \$18M awarded over 50 years to advance science and policy mostly through research
- Develops career EM researchers and health policy scholars



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