

NEW YORK STATE SOCIETY OF ORTHOPAEDIC SURGEONS

STRATEGIC PLAN

ADOPTED NOVEMBER 11, 2000

Mission:

The New York State Society of Orthopaedic Surgeons (NYSSOS) seeks to represent all orthopaedic surgeons of New York State. To accomplish this, the NYSSOS will seek to recruit and retain all orthopaedic surgeons in New York State as members of the Society. The NYSSOS will insure efficient and effective communication between and among orthopaedic surgeons, advocate for positions that permit orthopaedic surgeons to provide the highest quality of care for patients, foster and develop relationships between orthopaedic surgeons and their state elected representatives and provide educational opportunities that will make members' practices more effective and efficient.

Vision:

The NYSSOS will be the premier state organization that will provide value-added services and products to all of its members so that orthopaedic surgeons throughout the state will want to belong to the organization. Orthopaedic surgeons will know that their involvement is critical to the success of the NYSSOS' mission; therefore, they will want to actively participate in the activities of the NYSSOS, recognizing that their practices will be enhanced by such participation.

Goal 1.0 Membership

Encourage and develop recruitment and retention of members.

Strategic Directions

- 1.1 Establish dialogue with the state department chairman to pursue membership recruitment.
- 1.2 Solicit potential members from the local level of orthopaedics.
- 1.3 Demonstrate the value of NYSSOS membership.
- 1.4 Develop a member prospect list and recruit.
- 1.5 Utilize the BOC New Fellows program and follow-up (mentoring, leadership and workers) to recruit and retain members.
- 1.6 Develop practice enhancement education programs for young members.
- 1.7 Conduct regular and continuing member needs assessments.
- 1.8 Develop member/non-member meetings in which the value of NYSSOS membership is demonstrated.
- 1.9 Develop a written member-retention plan that is reviewed and updated on an annual basis.

Goal 2.0 Communications

Develop regular communications programs and procedures for members and non-member orthopaedic surgeons that are issue-orientated, rapid in response, and designed to provide efficient and effective information and knowledge to orthopaedic surgeons in New York State.

Strategic Directions

- 2.1 Establish electronic communications vehicles such as listservs and faxes for members and non-members.
- 2.2 Develop and distribute a member newsletter that is published 4 times per year.
- 2.3 Create a triage protocol that the president could utilize when delegating problems and issues for committee address and resolution.
- 2.4 Create a “NYSSOS look” for all publications.
- 2.5 Advise the membership of member promotions, appointments, awards, honors, etc...
- 2.6 Develop an electronic quick-survey of member opinion utilizing fax-back and e-mail.
- 2.7 Update the member and non-member database with e-mail addresses.
- 2.8 Develop an alliance or partnership with the AAOS public relations program.
- 2.9 Create strategies and tactics by which members will have the resources and knowledge to efficiently and effectively be in contact with their state elected representatives.

Goal 3.0 Organizational Matters

Create a flexible, rapid-response organizational structure that builds upon a strong internal structure, encourages development of future leaders, and reaches out to related national, state and local medical organizations.

Strategic Directions

- 3.1 Redesign the meetings of the Board of Directors so that it functions as a deliberative body that acts on what on needs to address.
- 3.2 Make the Executive Committee more functional between board meetings.
- 3.3 Create a sound financial base for the organization.
- 3.4 Utilize telephone technology to conduct frequent meetings of the Executive Committee and other committees.
- 3.5 Assign new members to committees so that they can begin to develop a link with the NYSSOS.
- 3.6 Develop an annual work program for the NYSSOS that is driven by and supports the NYSSOS Strategic Plan.
- 3.7 Do an annual review of accomplishments of the NYSSOS and develop directions for the coming year.
- 3.8 Perform an annual review of the strategic plan and update it as required.
- 3.9 Develop and conduct programs aimed at identifying and developing future NYSSOS leaders.

Goal 4.0 Advocacy

Function as an advocacy organization on behalf of New York orthopedists in order to influence legislation and create a public awareness of what orthopedists do and the issues they face that could adversely affect the quality, timeliness and comprehensiveness of musculoskeletal care to patients.

Strategic Directions

- 4.1 Conduct a “Legislative Day” to coincide with a time when legislators are in their home offices.
- 4.2 Conduct lobbying activities for state legislation favorable to members.
- 4.3 Develop local initiatives and partner with patient advocacy groups to advance the agenda of both.
- 4.4 Develop issue-orientated fact sheets for use by individual legislators and members.
- 4.5 Develop skills among the members so that they may become effective in local lobbying.
- 4.6 Develop programs by which individual members can write personal letters to their legislators to address orthopaedic concerns and positions on various issues.
- 4.7 Consider an “Albany State Legislative Day” combined with an annual meeting of the NYSSOS.
- 4.8 Pursue the collective bargaining initiative to the extent of its legality.
- 4.9 Strengthen and nurture the NYSSOS PAC.
- 4.10 Partner with state organizations with like interests (e.g. coalitions).

Goal 5.0 Member Education and Support

Encourage and support programs that assist members in positioning themselves as the most qualified caregiver for musculoskeletal diseases and their prevention and advocate for patient wellness.

Strategic Directions

- 5.1 Identify and “Issue for the Year” and provide educational and informational experiences related to the Issue.
- 5.2 Investigate partnering opportunities to provide educational experience for the members (CME).
- 5.3 Develop mechanisms by which individual orthopaedic surgeons could address specific problem-solving issues as they relate to clinical practice management, legal, financial and other matters expressed as needed by the membership such as:
 - Peer counseling
 - Professional programs by attorneys, CPA’s
 - Financial estate planning
- 5.4 Partner with the AAOS public relations program to foster knowledge and understanding of orthopaedic surgeons.
- 5.5 Identify and implement public relations opportunities for the NYSSOS activities.
- 5.6 Provide public education and public relations tools to the local orthopaedic surgeon with the support of the AAOS.

- 5.7 Encourage the use of the AAOS patient education web site.
- 5.8 Develop, for the membership, an electronic library that will enable members to access relevant information and knowledge on specific priority interests and concerns of the membership (example: Safe Harbors).