# 2024-2028 Strategic Plan

## MISSION STATEMENT
Serving our profession to provide the highest quality musculoskeletal care

## VISION STATEMENT
The trusted leaders in advancing musculoskeletal health

## CORE VALUES
Leading to serve, shaping the future, and excellence together

## 5-YEAR OUTCOME STATEMENT
Improve musculoskeletal health through collaboration, innovation, and patient focus

### MEMBERS
Be the professional home for our members throughout their lifetime

### PATIENTS
Lead health transformation to optimize value for all

### CULTURE
Modernize governance to ensure an adaptive, inclusive, and sustainable organization

### MSK COMMUNITY
Engage the musculoskeletal community to advance knowledge and improve health

### Strategic Objectives

**MEMBERS**
- Recruit, develop, and retain a diverse membership of musculoskeletal professionals
- Advocate for our members with agencies and organizations that affect their practices
- Enhance two-way communication to provide members a personalized experience that meets their needs
- Support career development by expanding opportunities for leadership growth and professional advancement

**PATIENTS**
- Increase patient engagement, advocacy, and education
- Empower actionable practice improvement through use of AAOS quality initiatives, including registries
- Lead health system delivery and payment model transformation to increase value for patients
- Advocate throughout the healthcare ecosystem to improve health and health equity

**CULTURE**
- Advance our governance to improve our organization’s efficacy
- Establish inclusive and equitable pathways for all qualified candidates to thrive and develop as leaders
- Build trust through data-driven strategic decision-making, two-way communication, and transparency

**MSK COMMUNITY**
- Partner with orthopaedic specialty societies on mutually beneficial goals
- Collaborate and innovate with other clinicians and organizations involved with MSK health
- Serve as the trusted voice to improve musculoskeletal health

### Strategic Objectives

**Strategic Objectives**
- **Advocacy**: Advocate to advance high value musculoskeletal health care, and support clinicians and patients to thrive in an evolving health care environment
- **Partnerships**: Use our partnership principles to collaborate across the evolving healthcare landscape to drive greater impact
- **Communication**: Use efficient, bi-directional communication with members, patients, and the MSK community to advance our strategic goals
- **Technology**: Continue to modernize AAOS’s technology platforms to offer personalized member experiences

---

**KEY ENABLERS**