

# Georgia Osteopathic Medical Association (GOMA) 2024 Strategic Plan

## Vision

To advance the distinctive philosophy and practice of osteopathic medicine in Georgia.

## Mission

GOMA is dedicated to advancing the osteopathic profession in Georgia by providing support, education, advocacy, and resources to osteopathic physicians and students fostering collaboration, innovation, and excellence in patient care.

## Core Values

*1. Advocacy: We are committed to advocating for the interests of osteopathic physicians and students, as well as the patients they serve, at local, state, and national levels.*

- To promote the art, science and philosophy of osteopathic medicine, research, investigation, and the practice of medicine, particularly in the philosophies and applications of osteopathic diagnosis and therapy.

*2. Connect: We believe in the power of collaboration and partnership to achieve our mission and serve the needs of our members and the community.*

- To promote closer relationships among osteopathic physicians and students, the osteopathic profession and other organizations interested in the advancement of patient-focused care.

*3. Promote: We are committed to our Vision Statement of advancing the distinctive philosophy and practice of osteopathic medicine in Georgia.*

- Promote and support osteopathic medicine and osteopathic physicians.
- Promote and support osteopathically recognized Graduate Medical Education programs in Georgia.
- Promote and support osteopathic medical students.
- To be a divisional society of the American Osteopathic Association.
- To represent the best interests of the membership at local and state levels.

## Strategic Goals

### 1. Advocacy:

- Objective: Advocate for policies and initiatives that promote and protect the interests of osteopathic physicians and medical students in Georgia.

- Strategies:

- Monitor legislative and regulatory developments impacting the osteopathic profession and healthcare delivery in Georgia, and proactively engage with policymakers.

- Build and maintain strategic partnerships with other healthcare organizations, advocacy groups, and stakeholders to amplify our collective voice and influence.

- Provide advocacy training and resources to empower members to advocate effectively at the local, state, and national levels.

## GOALS:

- Executive Director will send a letter annually from GOMA's President within the first two weeks of January to each state legislator introducing the concept and philosophy of osteopathic medicine.

- The Legislative Committee Chair is responsible for providing a quarterly advocacy update to be featured in GOMA's newsletter.
- Executive Director will send a letter on behalf of the GOMA President to the Governor of Georgia by February 1 each year requesting that osteopathic physicians participate on appropriate boards and committees.
- Continue to participate in the PCPC meetings and annual Day at the Legislature.
- Promote PCPC advocacy training prior to the Day at the Legislature.
- Find a DO who can represent GOMA at the state legislature
- Once per calendar year, send a letter to request a meeting with the following organizations to educate them regarding what we can bring to the table and develop advocacy partnerships:
  - Georgia ACP
  - GAFP
  - Georgia AAP
  - Georgia OB/GYN
  - Medical Association of Georgia
  - GA College of Emergency Physicians
- Build and maintain a stronger relationship with PCOM Georgia and PCOM South Georgia.
  - Board designee will meet at least annually with PCOM leadership.
  - Invite Deans from each campus to attend GOMA's Board meetings.
  - Have an annual summer OMT CME seminar led by PCOM OMM Department PCOM campus.

## *2. Membership Growth and Engagement:*

- Objective: Increase membership and enhance engagement among osteopathic physicians and medical students in Georgia.
- Strategies:
  - Develop targeted outreach campaigns to attract new members.
  - Enhance member benefits and services, including networking opportunities, continuing education, and professional development resources. Provide at least one event in each District per year to foster relationships among members. Provide mentorship for those going through employment transitions.
  - Strengthen communication channels to keep members informed and engaged, utilizing newsletters, social media, and other platforms. Provide 30-minute non-CME town hall meetings for advocacy and other updates.

## **GOALS:**

- Establish quarterly contact with a staff contact at the Composite Board to obtain regular list of DOs licensed in the state.
- Increase membership by 5% per year.
- Annually contact all osteopathically recognized programs in Georgia
- Quarterly report updating the following membership data:
  - Physicians
  - Residents/Interns
  - Students
- Establish quarterly networking meetings, such as the following:
  - Advocacy
  - Job-seeking information and contract negotiations
  - Financial management
  - Mentorship
- Have at least one in-person event in each District each year.
- Continue to recruit District representatives.
- Start a GOMA LinkedIn account

- Student Board representatives identify a student to do a Student Instagram Takeover Day during PCOM orientations.
- Meet with PCOM Georgia and PCOM South Georgia SGA leadership annually at AOA House of Delegates.
- Get all dates for PCOM Georgia and PCOM South Georgia annual events (e.g., white coat, orientation, hospital day, awards ceremony, graduation, NOM Week) and ensure GOMA has a presence at all events.
- Add district map to website with district representative information.
- Work with Student National Minority Association. new practice physicians, and underrepresented groups.

### *3. Education and Professional Development:*

- Objective: Provide high-quality educational programs and resources to support the professional growth and development of our members.

- Strategies:

- Organize regular continuing medical education (CME) events, workshops, and conferences covering relevant topics in osteopathic medicine and healthcare. Provide sub-specialty CME, as possible.
- Expand online learning opportunities, webinars, and virtual platforms to reach a broader audience and accommodate diverse learning preferences. Provide ACCME credit as well as AOA.
- Foster mentorship programs and peer support networks to facilitate knowledge sharing, collaboration, and career advancement among members.

### **GOALS:**

- Promote the VOC by adding two unique social media posts each year.
- Spend \$250 to boost fall conference and VOC on social media.
- Have more Georgia speakers on the VOC.
- Maintain the current virtual CME programs.
- Have an annual summer OMT CME seminar led by PCOM Georgia OMM Department at a PCOM campus.
- Add a mentorship checkbox on the GOMA membership and renewal forms. The ensuing list will be given to PCOM to pass along to students. Invite those who volunteer to be a mentor to the networking meeting on mentorship.

### *4. Community Outreach and Public Awareness:*

- Objective: Increase public awareness and understanding of osteopathic medicine and the contributions of osteopathic physicians and medical students to healthcare.

- Strategies:

- Launch public education campaigns to promote the principles and benefits of osteopathic medicine, targeting patients, policymakers, and the general public.
- Participate in community events, and initiatives to engage with local communities and raise awareness of the services provided by osteopathic physicians.
- Cultivate media partnerships and leverage traditional and digital media channels to share success stories, research findings, and relevant healthcare information.

### **GOALS:**

- Access AOA and AOF ads and content then magnify them in Georgia using HootSuite so it can be scheduled in advance.
- Arrange for interviews on radio or other media.
- Develop PR kit
  - Develop standard form letter that is sent to GOMA members to fill in their information that could be sent to their local newspaper or media focused on the following groups:
    - Retiring physician

- New physician trying to establish practice
  - Physician with a unique hobby or talent
- Design and sell GOMA t-shirt with “Vaya con DOs”
  - Do a design contest for the t-shirt
- Investigate health fairs or events in Moultrie.
- Add link to the AOA website from GOMA’s website
- Investigate physicians who have podcasts
  - Place three DOs on podcasts by June 30, 2025.
- Form committee for GOMA’s 125<sup>th</sup> Anniversary observance
- Annually review and update website.

**5. Organizational Sustainability and Governance:**

- Objective: Ensure the long-term sustainability, effectiveness, and governance of GOMA as a professional association.

**GOALS:**

- Bylaws
  - Bylaws Committee will begin work following adoption of the 2024 Strategic Plan and will complete its work by November 15, 2024.
- Districts
  - Reevaluate District geography at August 19, 2024, Board meeting.
    - M. Baron will develop a report of how many DOs are in each district by August 1.
- GOMA Board
  - Hold an annual Board orientation for all Board members.
    - Annually review Board Manual prior to orientation.
    - Have each Board member attest that they have reviewed the manual.
  - Leadership development
    - Increase committee involvement by having at least three GOMA members serve in each committee.
  - Send volunteer requests for PCOM functions to all members (white coat, graduation, hospital day, NOM week, awards ceremony, etc.)
  - Reinstate GOMA Awards
- Financial
  - Have Edward Jones advisor join one board meeting per year. Ask to August board meeting.
  - Change treasurer as the signer on the checking account each year.
  - President may use up to \$2,000 at his/her discretion on projects that promote osteopathic medicine.
  - Financial policy is to develop a reserve fund policy.
    - Maintain the prior year’s budget in the checking account.
- Send the AOA-designated number of delegates to the AOA House of Delegates with a stipend to be paid on the last day upon completing their delegation duties.
- Annually review the strategic plan each summer.
- Place strategic plan on a dashboard to be reviewed at each board meeting.