

**Bill Branch, MD**  
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The AACH Strategic Plan:

The AACH Board adopted the current Strategic Plan at its meeting in St Louis in 2007. The plan has the virtue of focusing on what AACH truly aims to accomplish. We need the help of all members in furthering this plan. I thought it well to summarize the plan so that members will be familiar with its broad outlines.

The plan's overarching strategy is maintaining and building relationships within the healthcare education community, while moving to build relationships and play a role within the community of hospitals and health systems.

There are two Core Strategies:

**First, Activate and Nurture the AACH Community:** This means recruiting new members and retaining current members from multiple disciplines related to AACH's mission. It means engaging the members in the work of the Academy by attending and teaching in our conferences and courses, submitting their work to our Forum, developing leaders from our membership pool and FITs, and in keeping with AACH's values, creating open spaces at conferences and courses to foster relationships, welcome new attendees and facilitate engagement among all who attend.

We have implemented outreach and communication policies through Medical Encounter, the Web site, the Bulletin Board and many individual connections and announcements to bring together the AACH community.

**Second, Develop and Deliver Excellent Services and Tools:** Much of this work has focused on building an organization within AACH. We seek course directors for every course and the Forum. We continue to discuss, and I think approach, developing a more effective marketing strategy for our products. The Vice presidents--Maysel White, Shak Rehman, Peter Weissmann, Dennis Cope and Donald Brady--and President-elect Norm Jensen have shouldered the work load of strengthening courses, enlarging the Forum, creating committees for each major activity, performing SWOT analyses, and tapping into the enormous creativity, energy and dedication that leads so many members to volunteer their leadership for our activities.

Two activities in particular represent excellent "products" and at the same time, foster our community: doc.com and the Putnam Scholar Program.

Though AACH has generated a modest surplus from its courses and activities, enough so that our organization is strong and has the capability for targeted investments in strategic objectives, we need continued sources of funding to carry out our mission.

So, our Strategic Plan focuses on building our community and on developing our courses, Forum and other products. I ask that all members consider the plan, work to help it succeed and make suggestions for improvements where you see a weakness or a need.

With all best wishes,  
Bill Branch, President, AACH