

# Four Pillars of OHFAMA’s Strategic Plan

## APMA Relationship

*We must maintain and build upon our relationships with APMA to improve our standing and influence as well as to maximize the potential leverage of APMA on behalf of OHFAMA and the membership it serves*

<b>What</b>	<b>When</b>	<b>Who</b>	<b>Where</b>	<b>Why</b>	<b>How</b>
Grow and maintain relationships with APMA	Now and ongoing	<b>OHFAMA</b> leadership, professional staff, individual members, <b>APMA</b> leadership, professional staff, individual members,	All venues at which OHFAMA and APMA interact and relate	To achieve goal	Communication

**Objective:**

Starting in 2016, invite the APMA Executive Director, APMA President and/or the APMA Board Liaison to call in to OHFAMA Board meetings. The OHFAMA Executive Director will ask BOT members what questions or information they would like reported and provide those questions to the APMA prior to the board meeting. The APMA report will be a permanent part of the OHFAMA BOT meeting agenda.

**Objective:**

Starting in 2016, the OHFAMA President will contact the APMA Board Liaison once a quarter to create a personal relationship and communicate any issues that are affecting Ohio podiatric physicians.

**Objective:**

Starting in 2016, the Ohio Delegation Chair will email key leaders of the APMA once a quarter to create a personal relationship and communicate any issues that are affecting Ohio podiatric physicians.

**Objective:**

Starting in 2016, the OHFAMA Board shall develop a set of talking points to be communicated to APMA officials during all face-to-face interactions. This may include the need to send up to two OHFAMA representatives to an APMA event with funding provided for travel expenses. If representatives are sent, they will make a formal report back to the full Board at the next BOT meeting.

## External Relationships

*It is the goal of OHFAMA to improve or develop outside relationships with individuals and groups who can assist in the advancement of the associations mission for podiatric medicine and surgery in Ohio.*

<b>What</b>	<b>When</b>	<b>Who</b>	<b>Where</b>	<b>Why</b>	<b>How</b>
Continue PR initiatives, increase grassroots support and track financial commitments	Now and ongoing	The suppliers and vendors that support the podiatric profession	Sales calls, convention, one day seminars, and board meetings	To grow and increase support and awareness for the podiatric profession	Developing messaging to members and by talking to sales representatives to increase their awareness of the rules played by OHFAMA

### **Objective:**

Annually, before the Ohio HOD at the October BOT meeting, the OHFAMA staff shall submit to the Board a podiatry public awareness marketing budget with costs for various media options, such as media commercials, billboards, and other forms.

### **Objective:**

The OHFAMA First Vice President, as OPPAC chair, will work with the OHFAMA staff to utilize advocacy software and develop Call to Action messages to encourage members to contact their legislators nationally and at the state level.

### **Objective:**

After continuing education events, the OHFAMA staff, will report on podiatric suppliers and vendors who have supported the association, highlighting new companies that have not previously supported the association.

### **Objective:**

Every January, the OHFAMA staff will email Academy Officers with contact information for the Regional American Diabetes Association Offices. The email will contain names, emails addresses and phone numbers so that Academies may reach out and support local diabetes initiatives.

## Legislative Advocacy

*We must maintain and strengthen the OHFAMA relationship with the Ohio General Assembly so that legislators will have a sound medical understanding and data necessary to make informed decisions related to podiatry in Ohio.*

<b>What</b>	<b>When</b>	<b>Who</b>	<b>Where</b>	<b>Why</b>	<b>How</b>
Build grassroots efforts through members outreach to local representatives at the state and national level with support from the OHFAMA staff and lobbyist	Now and ongoing	Academy leaders, association leaders and individual members	Statewide	To advance and protect the podiatric profession	With the start of each General Assembly, after committee appointments have been made, the OHFAMA shall identify the specific individuals to whom it wishes to build and strengthen the OHFAMA/Assembly relationship

**Objective:**

With the start of each General Assembly, the OHFAMA Board shall work with the OHFAMA staff to develop a set of talking points it wishes to be certain is consistently communicated to Assembly members. This will include identification of what podiatry services mean to the citizens of Ohio.

**Objective:**

Annually, the OHFAMA staff will hold a training session via a webinar, for Academy officers to review grassroots initiatives and how members may utilize advocacy software to contact Ohio legislators and develop relationships.

**Objective:**

Annually, the OHFAMA staff will work with the OHFAMA lobbyist on a supportive message to be sent to legislative representatives as an introduction from member to representative. For example, it will encourage members to contact representatives to join a mailing list or lend support to their representatives in hopes of developing a personal relationship. There will be follow up messages developed throughout the year to assist in relationship building.

**Objective:**

Annually, the OHFAMA staff will email and mail members with a grassroots survey to obtain key member contacts that would be willing to support local political events and represent the association.

**Objective:**

Quarterly, the OHFAMA First Vice President, as OPPAC chair, will report to the OHFAMA BOT on activity of grassroots efforts including results from advocacy software and Academy initiatives.

**Objective:**

The OHFAMA staff and lobbyist will open a line of communication with KSUCPM and Kent State's lobbyist to collaborate on future health care legislation and inquire about a potential joint event for Ohio legislative leaders (KSUCPM is prohibited from lobbying).

## Parity

*It is the goal of OHFAMA to achieve recognition for podiatric physicians practicing in the State of Ohio to be equal to all other Ohio physicians within the same scope of practice.*

<b>What</b>	<b>When</b>	<b>Who</b>	<b>Where</b>	<b>Why</b>	<b>How</b>
Establish committee for parity and review levels including financial, professional and academic differences	Now and ongoing	Board of Trustees	Within OHFAMA, Ohio legislative and regulatory communities, insurance sector, members and the patient/consumer community	So as to establish the actors and avenues to affect the desired change(s)	Compile internal and external information and messages; build coalitions with select states, i.e., NY, CA, FL, PA, IL, AZ, IA

### **Objective:**

Establish a Parity Task Force.

### **Objective:**

Invite a representative from CA to address the Ohio HOD. After the conclusion of the HOD, survey those in attendance to measure member's view of parity and what it means to them. Three topics specifically to be included in the survey are: Financial Parity, Professional/Privileging Parity and Academic/Educational Parity.

### **Objective:**

Starting in 2016, the OHFAMA Board of Trustees in conjunction with the Parity Task Force will reach consensus as to what "parity" means to the organization and its membership so a consistency of understanding is likely to be achieved and long and short term goals can be developed.

### **Objective:**

Starting in 2016, the Parity Task Force and professional staff shall develop action plans for addressing the identified consensus parity concerns of the membership.