

**MISSION | *What We Do Every Day***

**VISION | *Our Desired Future***

<p><i>To advance the practice of medicine through advocacy, education, and engagement with physicians throughout Iowa to ensure the highest quality of care for the patients they serve.</i></p>	<p><i>To be the leading voice in medicine to make Iowa a premier destination for physicians to live, work, and serve their communities.</i></p>
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**CORE VALUES AND GUIDING PRINCIPLES | *How We Behave and Interact***

<b>Integrity</b>	<b>Communication</b>	<b>Adaptive</b>	<b>Respect</b>	<b>Collaborative</b>
<p><i>Approach situations in an ethical, trustworthy, transparent manner with accountability to self and others</i></p>	<p><i>Inform stakeholders and teammates in a timely, deliberate, and open manner to complete objectives and advance our mission</i></p>	<p><i>Awareness of the current environment, anticipate future challenges, act responsibly, and employ innovative solutions</i></p>	<p><i>Recognize everyone’s inherent value by treating others with civility and fostering a welcoming culture of inclusion and belonging</i></p>	<p><i>Work together toward common goals, value all voices, and form intentional partnerships to optimize outcomes</i></p>

**CRITICAL CUSTOMER SEGMENTS | *High-Level Categories to Whom we are Designed to Appeal***

<b>Members/Future Members</b>	<b>Peer Organizations</b>	<b>Partners</b>
<p><i>Physicians, Residents, and Medical Students</i></p>	<p><i>Medical and Healthcare Related Associations</i></p>	<p><i>Business Affiliate Members, Advertisers, and Sponsors</i></p>

**HIGH-LEVEL GOALS | *Our BIG-PICTURE, Overarching, Long-Term Aims – Moving Toward our Vision***

<b>GOAL A Workforce Development</b>	<b>GOAL B Physician Education and Wellness</b>	<b>GOAL C Advocacy and Thought Leadership</b>	<b>GOAL D Engagement and Communication</b>	<b>GOAL E Financial and Human Resources</b>
<p><i>Increase the number of physicians practicing throughout Iowa</i></p>	<p><i>Promote physician health and wellness and offer compelling education opportunities for our members</i></p>	<p><i>Distinguish IMS as the trusted voice and the definitive authority for organized medicine and the source for innovative physician-led healthcare solutions</i></p>	<p><i>Create meaningful programming and content to enhance the value proposition for members and foster connection among the physician community</i></p>	<p><i>Optimize and diversify revenue and align resources and talent to advance our strategic goals and to maximize long-term stability and growth</i></p>

## 2024-2025-2026 MEASURABLE OBJECTIVES | *How to Achieve our Goals*

GOAL A OBJECTIVES Workforce Development	GOAL B OBJECTIVES Physician Education and Wellness	GOAL C OBJECTIVES Advocacy and Thought Leadership	GOAL D OBJECTIVES Engagement and Communication	GOAL E OBJECTIVES Financial and Human Resources
<i>A.1- Increase the number of Iowa residency and fellowship positions by 200 slots by 2026</i>	<i>B.1- Improve physician-reported burnout and supportive practice environments by 10% by 2026</i>	<i>C.1- Convene 12 medical and legislator roundtable meetings annually</i>	<i>D.1- Increase digital engagement across all platforms by 10% annually</i>	<i>E.1- Increase non-dues revenue by 10% over three years</i>
<i>A.2- Establish a novel clinical practice for recently retired physicians by 2025</i>	<i>B.2- Increase the number of residency programs with integrative wellness modules by 50% by 2026</i>	<i>C.2- Introduce at least one piece of legislation annually to advance our strategic priorities</i>	<i>D.2- Increase the number of attendees at events by 5% year over year</i>	<i>E.2- Increase the number of members by 5% and maintain a 93%-member retention rate over three years</i>
<i>A.3- Increase the number of available J-1 Visa waivers for Iowa by 15 by 2026</i>	<i>B.3- Provide at least six compelling educational engagements annually and increase attendance by 15%</i>	<i>C.3- Increase physician engagement with legislators by 15% by 2026</i>	<i>D.3- Increase the number of physician networking events to six annually</i>	<i>E.3- Increase giving to the IMS Foundation by 15% over three years to help fund IMS key programming</i>
<i>A.4- Increase the number of Iowa practicing physicians by 1% by 2026</i>	<i>B.4- Provide at least two physician mental health-specific education and support events annually</i>	<i>C.4- Raise a minimum of \$40,000 for IMPAC annually to raise our clout with legislators</i>	<i>D.4- Increase engagement by meeting with 100 members intentionally</i>	<i>E.4- Invest dollars from the IMS strategic reserve fund to increase advocacy dollars by \$300,000 over three years</i>

### Value Proposition | *What We Promise*

*Drawing upon the strength of more than 6,000 members statewide, we promise to:*

- Be the champion for and ensure the physician voice helps shape public policy in the healthcare arena*
- Be a trusted source for curated content and timely information critical to the practice of medicine*
- Provide education, technical assistance, and resources to help our members continue to grow professionally*
- Ensure alignment throughout the house of medicine by providing management services and support for county and specialty societies*
- Offer member-exclusive benefits, such as discounted medical malpractice insurance*
- Provide a sense of community for physicians, residents, and medical students throughout Iowa by offering networking and leadership opportunities*