

BUSINESS PLAN

The Oklahoma Society of Anesthesiologists is a physician organization that advances the science and art of anesthesiology, stimulates interest in the profession, provides global education for patients, colleagues and the legislature and directs progress in the various aspects of the specialty – scientific, cultural, economic and political.



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PROVIDE A PRO-MEDICINE ENVIRONMENT BY ADVANCING LEGISLATIVE AND REGULATORY PROGRAMS AND INITIATIVES.

1. Build strong relationships between the public and private sector.
 - Develop a local legislator/OA member key contact program by March 2011.
 - Increase member participation at OA's Legislative Day to 30 participants.
 - Recruit 8 members to be Doctor of the Day at the capitol during legislative session.
 - Develop regional program for PAC check distribution by election cycle 2012.
2. Prepare and promote the 2011-13 legislative agenda.
 - Work with Patients First Coalition, OSMA and OOA to provide and promote issues of mutual interest.
 - Appoint a legislative committee to create and promote the legislative agenda by fall 2011.
3. Support medicine friendly candidates for state and federal legislative seats.
 - Utilize OA members to establish legislative relationships with their local elected officials and provide personal financial support in addition to OA PAC funding in the 2012 election cycle.
4. Strengthen the OA PAC.
 - Secure contributions to the OA PAC to \$175,000 in 2011, \$185,000 in 2012 and \$200,000 in 2013.
 - Increase participation to 75% of all anesthesiologists by 2013.
 - Develop the OA PAC advisory committee by 2012 election cycle.
 - Develop and implement a fundraising strategy by fall 2012.
5. Strengthen the ASA PAC.
 - Secure contributions to the ASA PAC to \$50,000 in 2011, \$55,000 in 2012 and \$60,000 in 2013.
 - Increase number of members who participate in PAC (50 new in 2011, 60 in 2012 and 75 in 2013)
6. Strategically position OA members to serve on healthcare related boards.
7. Nurture relationships with healthcare related associations, boards and regulatory agencies.
8. Educate legislators on the value of anesthesiologists.
 - Invite members of the House and Senate health care committees to observe a procedure in their local hospitals during 2012.
 - Utilize the Sim-Center at OU for anesthesia demonstrations with legislators as needed.

DELIVER MEMBER SERVICES THROUGH PROGRAMS AND ACTIVITIES THAT ADD VALUE TO OSA MEMBERSHIP.

1. Develop key contact program in each practice, group or community to facilitate communication and increase participation in OSA by fall 2012.
2. Schedule visits so that every member is visited every 2 years by a member of the OSA leadership team at their place of business.
3. Increase participation in meetings and events of the organization.
 - Appoint conference and meeting planning committee to create and market events by the close of each annual meeting for the next year's meeting.
 - Survey both participants and non-participants to gather information and implement changes annually.
4. Facilitate meetings of the membership to encourage networking and provide information.
 - Implement and evaluate the annual meeting in OKC in 2011.
 - Research and evaluate possibility of adding regional, CME programs for consideration by the board by November 2011.
5. Survey membership annually to gather feedback and implement ideas.

EFFECTIVELY UTILIZE RESOURCES TO ADVANCE THE INTERESTS OF THE ORGANIZATION.

1. Expand the membership of OSA to ensure a stronger and more influential organization.
 - Increase and maintain membership of active physicians to 350 by December 2011.
 - Increase and maintain membership of residents to 100% by December 2012.
 - Increase membership of retirees to 50 by December 2013.
2. Expand the restricted fund for issues campaigns to \$200,000 by December 2013.
 - Evaluate a dues increase by August 2012.
 - Evaluate lifetime memberships by August 2012.
 - Evaluate life insurance policies by August 2012.
3. Effectively manage volunteers for the benefit of the organization.
 - Recruit volunteers that best meet OSA's needs.
 - Recruit volunteers to maximize committee effectiveness according to the annual business plan.
4. Effectively manage financial resources, working within approved budget parameters.
 - Prepare an annual operating budget for board consideration.
 - Conduct an annual meeting that operates on a break-even basis by August 2012.
 - Foster a continual practice of transparency in all financial matters.
5. Evaluate and update the goals of the organization.

- Prepare an annual business plan for board consideration in December annually.
 - Host annual planning session with board members and key contacts.
6. Recruit and develop leadership for the organization.
- Increase attendance for all board members at all OSA events to 90%.
 - Identify OSA leadership to all members on OSA website and other OSA publications.
 - Define clear roles and expectations and utilize a job description for board members by July 2011.
 - Foster strategic involvement and participation at ASA meetings for OSA membership and board members.

**MARKET OSA'S PROGRAMS AND ACTIVITIES TO STIMULATE MEMBER AND
COMMUNITY SUPPORT AND PARTICIPATION.**

1. Appropriately utilize available technologies to effectively communicate OSA's message.
2. Develop a public relations campaign to educate the public about physician anesthesia care.
 - Secure ASA resources for the campaign.
 - Create a brochure "what is anesthesia": who we are, what we do, amount of education. Place in 10% of surgeon offices in targeted areas of Oklahoma by summer 2013.
 - Develop pro-active "news" for distribution to media outlets.
 - Deliver patient education and information through available technologies.
3. Deliver timely, cogent, consistent communication to members.
 - Publish an electronic newsletter for distribution bi-annually or as necessary.