



Nevada Medical Group Management Association

Strategic Plan

2018-2019

***Created by the Chapter Officers, Board of
Directors, and Committee Chairs on August 8, 2018***

Table of Contents

	Page
Chapter Leaders	3
Executive Summary	4
Chapter Mission	
Chapter Purpose	
Strategic Goals	5

CHAPTER LEADERS – 2019

Board of Directors

President.....	Mario Moya
President-Elect.....	Crystal Brownson
Secretary.....	Kim Grana
Treasurer.....	Kim Koehler
Immediate Past President.....	Leonard Hamer

At-Large Board Members

OPEN, Southern NV
Flora Gallegos, Northern NV

Committee Chairs




Legislative.....	Karen Massey
ACMPE Forum Representative	Jackie Shoupe
Membership Committee	Cathy Herring
Education.....	Bonnie Barnett
2020 State Conference	Mario Moya

NVMGMA Mission: Our Mission is to provide opportunities for education, networking, and advocacy to advance the medical group management profession and positively influence the healthcare industry.

Purpose:

- Advance the profession of medical group practice administrators and managers
- Sponsor educational programs that supplement the informational needs of the member
- Provide a forum for participation in the State Legislative process
- Cooperate with other allied health organizations to improve delivery to the general public

Strategic Goals for 2018-2019

<p>Membership</p> 	<p>Desired Objectives</p> <ul style="list-style-type: none"> • Gain new members • Retain existing members • Get lapsed members back • Increase affiliate membership 	<p>2018-2019 Strategies</p> <ul style="list-style-type: none"> • Establish a membership committee to focus on member campaigns and valuable member benefits (webinars etc.) • Improve new member onboarding with a welcome call from the President and/or At-Large Board member(s) and new member welcome packets • Survey new, current and lapsed members periodically to measure member satisfaction • Distribute a bi-weekly (every two weeks) member eBlast with valuable content, education opportunities and chapter information • Distribute a quarterly member newsletter • Increase outreach to potential members statewide • Increase outreach to lapsed members • Educate physicians on the importance and value of membership to their practice
<p>Education</p> 	<p>Desired Objectives</p> <ul style="list-style-type: none"> • Support existing and new educational events and activities valuable to members 	<p>2018-2019 Strategies</p> <ul style="list-style-type: none"> • Conduct educational webinars and make recordings available for members to access anytime • Conduct monthly Northern NV member meetings • Conduct bi-monthly Southern NV member meetings • Offer livestreaming opportunities for educational events to reach more members • Distribute educational content to members via email and social media
<p>Collaboration</p> 	<p>Desired Objectives</p> <ul style="list-style-type: none"> • Partner with other healthcare association events valuable to NVMGMA members 	<p>2018-2019 Strategies</p> <ul style="list-style-type: none"> • Support and promote the annual Nevada Health Care Forum (NVHCF) • Support and promote the Women’s Leadership Breakfast

	<ul style="list-style-type: none">• Take ownership of partnered events approved by the Board of Directors	<ul style="list-style-type: none">• Partner with other Nevada healthcare associations of events and educational webinars• Partner with local colleges for educational events and to engage students
--	--	--