

## Organization Vitality

*Preserve and align resources with AMDA's mission*

- Conduct an evaluation of PALTmed products and services
- Maintain financial stability to ensure and support growth
- Increase reporting utilizing a key performance dashboard.
- Establish a grant infrastructure to support grant-funded projects
- Ensure PALTmed is an inclusive and welcoming organization
- Define and promote the value of PALTmed's volunteers
- Assess current governance structure to utilize best practices and support the strategic plan

## Stakeholder Expansion

*Grow and engage all clinicians working in PALTC medicine*

- Conduct market research to further explore member and non-member needs and impressions of PALTmed
- Reimagine PALTmed's membership categories and develop value propositions and targeted benefits for all categories. Identify, grow, and retain a strong membership that is reflective of PALTC medicine
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- Develop a Section structure for PALTmed members with similar interests to come together.
- Examine chapter membership structure to determine opportunities for growth

## Education & Clinical Affairs

*Provide widespread access to education, training, and clinical best practices*

- Identify gaps in education and opportunities to expand educational offerings
- Re-evaluate educational programs to determine if meeting member needs
- Further define PALTC as a unique practice setting and develop outreach strategies and resources to attract clinicians
- Deliver education, tools, and training programs to address the workforce shortages
- Develop, maintain, and distribute clinical guidance that establishes the standards of PALTC medicine

## Advocacy

*Protect and advance the clinician voice to ensure optimal and equitable outcomes for PALTC medicine*

- Expand advocacy efforts to include social determinants of health, QOL, and care force issues
- Develop a sustainable approach to grow and support state-based advocacy efforts
- Continue to advocate for regulatory and legislative initiatives that support optimal care delivery
- Continue to sustain advocacy efforts of PALTC practice management through engagement of the practice management section