

**KY CHAPTER STRATEGIC PLANNING MODEL 2007-09**

**MISSION**

The mission of the Kentucky Pediatric Society is to improve the health and welfare of all infants, children and adolescents of the Commonwealth. In addition, the KPS works on behalf of pediatricians to see that they are paid adequately in order to continue to deliver quality medical care to the children of the state.

**VISION**

**By June 2008 (Year One)**

- \*Increase KPS visibility/host statewide functions
- \*Increase sub specialists roles
- \*Increase membership
- \*Create member engagement protocol
  - \*Add 1 fte or 2 pte staff @ \$25,000-\$30,000
  - \*Increase legislative advocacy work (If funding avail.)

**By June 2009 (Year Two)**

- \*Continue to develop year one goals
- \*Increase membership to 90% of peds in KY  
IF STAFF HAS BEEN HIRED....
  - \* continue to increase awareness w/legislators
  - \*Begin to utilize/engage retired pediatricians

**TARGETS**

**ADVOCACY**

Child Health Advocacy

Develop statewide programs that improve child injury, mental health obesity, smoking (\*disaster preparedness-limited)  
\*increase coverage of uninsured children

Pediatrician/Professional Advocacy

\*Quality Improvement Measures.  
\*Improve Reimb./Contracts for Vaccines  
\*Address Retail Clinics

**COMMUNICATION**

\*Publicize and communicate value of Chapter Membership  
\*Create new system to engage/follow up with members who want to participate in Chapter.

**HEALTH CARE SYSTEMS**

Improve access and quality re child health to health leaders and policy makers; preserve/  
expand the Medicaid services; improve mental health access  
\*Hold regular mtgs. with state health officials  
\*Communicate reg. with commercial ins's (Pediatric Council)  
\*improve M'CAID enrollment

**LEGISLATIVE ACTION--(If lobbyist/advocate is employed)**

Position Chapter as premiere credible source re health of children in KY to legislators  
\*Increase awareness of KPS to legislators  
\*Educate legislators on child health issues  
\*Support and track child health related bills internally  
\*Identify and partner with other Child Health Advocacy organizations  
\*Support of child health/safety bills  
\*Increase Member communication w/ legislators

**CHAPTER SERVICES**

Maintain quality and scope of member services and...  
\*Increase membership  
\*Increase communication  
\*Engage Retired Pediatricians  
\*Increase Dialogue with Members through social activities and meetings-STATEWIDE  
\*Engage sub specialists  
\*Lead Council Chairs to Action

**GROW AND DEVELOP FOUNDATION--**

\*Hire Development Associate

**SITUATION/TRENDS IN KY**

Childrens' Health --areas of need:

child injury, mental health, obesity, smoking/tobacco

Health Care Systems

- \*Increase coverage of uninsured children
- \*Increase Reimbursement from private payors and M'caid

Professional Advocacy

- \*Vaccine/Immunization Issues
- \*Movement toward Quality Improvement

Chapter Communication

- \*Publicize and communicate the value of the Chapter by promoting annual FREE CME Mtg. as part of membership
- \*Publicize that Chapter leadership negotiates w M/Caid and Insurance Co's on behalf of peds and is the only group to do so in the state.

**2-YEAR ACTION PLAN**

Planning, Budgeting & Action toward improvement

**PERIODIC CHECKS**

\*New to 07-09 Chapter Strategic Plan