



Mission:
Enhancing patient access to quality eye and vision care by advancing, supporting and promoting the practice of optometry.

2015-2020 Strategic Plan

Strategic Goal #1

Advocacy

The Voice of Optometry and Public Policy

Strategy #1: Lobbying

- Retain lobbying services to influence parity, inclusion and scope.

Strategy #2: Identify Issues Impacting Optometry

- Scope of Practice (protect and advance)
- Management Care (parity)
- Health Care Reform (inclusion)
- State and national issues effecting optometry, beyond the scope of practice.

Strategy #3: Board of Optometry

- Maintain close working relations with the Board. Enhance Budget for lobbyist

Strategy #4: Political Giving

- Support MOPAC to be positioned as respected state PAC.
- Support the AOA national PAC.
- Political leadership contributions

Strategy #5: Collaboration

- Work with health care organizations

Strategy #6: Grassroots Involvement

- Marshal optometrists for their involvement in government relations:
- Key Person Network
- Political Action Committee
- Legislative Day
- District Lawmaker Relations

Strategy #7: Public Policy

- Support eye, vision and health matters that benefit the public.

Strategy #8: Volunteer Committees

- Rely on the Legislative, Management Care Committees and MOPAC for development of structure, strategy, oversight and reporting regarding this goal area.

Strategic Goal #2

Education

The resource for professional knowledge and public information

Strategy #1: Professional Education

- Maintain and expand the continuing education programs:
- Increase availability through various offerings, including on-line, regional “road show,” “Season Ticket” offering --- especially at CE deadlines.
- Expand education by adding practical training topics, understanding of health care reform, etc. (non-CE).
- Enlarge audiences to para-optometrists and allied health professionals (i.e. NPs, PAs).
- Increase focus on technology training.

Strategy #2: Public Education

- Educate the government, industry and the public about eye, vision and health matters, i.e. diabetes, safety, care. (Maintain an MSO public website.)

Strategy #3: Image of Optometry

- Improve the public’s understanding of the role of optometrists.

Strategy #4: Academic Relations

- Partner and collaborate with colleges and faculty, especially in areas for collecting data through student projects, thesis, practicums, etc.

Strategy #5: Vision Foundation

- Maximize use of the foundation to fund public and professional education.

Strategy #6: Leadership Development

- Increase optometric leadership skillsets and opportunities through a Leadership Academy and the strategic placement of doctors on public and private boards, including the path to leadership in the Society.

Strategy #7: Volunteer Committees

- Rely on Continuing Education Committee and the Leadership Development Task Force for development of structure, strategy, oversight and reporting regarding this goal area.

Strategic Goal #3

Professional Success

Member benefits and services for career enhancement

Strategy #1: Benefits and Services

- Increase member awareness of existing programs while developing new benefits and services that meet the needs of the diverse practice settings.

Strategy #2: Access to Expertise

- Promote the value of member access to expertise through Society corporate counsel, professional staff and Society leadership.

Strategy #3: Recruitment and Retention

- Set a growth and retention metric that exceeds existing benchmarks and trends .

Strategy #4: Membership Engagement

- Identify incentive(s) that promote optometrists’ involvement in their professional society, i.e. dues or education credit for members serving on committees, etc.

Strategy #5: Social Media

- Use social media platforms to engage members and create channels of communication.

Strategy #6: Critical Issues

- Keep members apprised of time sensitive issues, i.e. health concerns, managed care, regulation.

Strategy #7: Students

- Lend support to students through student chapter, involvement in leadership, and mentoring placements.

Strategy #8: Buying Group

- Improve awareness, clout and income of the group buying program.

Strategy #9: Technology

- Explore the practice needs and opportunities for Society to offer services related to encryption, EHR, IT consultation, etc.

Strategy #10: Volunteer Committees

- Rely on Membership Committee and Technology Task Force for development of structure, strategy, oversight and reporting regarding this goal area.

Strategic Goal #4

Trusted Leader

The leadership and resources to guide the profession

Strategy #1: Society Image

- Update and improve the brand awareness of the Society

Strategy #2: Dues Revenue

- Review the dues structure and consider discounts for groups.

Strategy #3: Governance Review

- Reduce the bureaucracy of Society governance by streamlining the layers

Strategy #4: Governing Documents

- Review the bylaws that may necessitate amendments resulting from the strategic plan (i.e. dues discounts, governance review.)

Strategy #5: Professional Staffing

- Ensure continuous professional staffing and support for professional development.

Strategy #6: Committees

- Align committees and task forces with the strategic plan’s four goals and rely on volunteer leaders to advance the goals and strategies.

Strategy #7: Diversity

- Review the opportunities to enhance and integrate diversity in the Society through programs, outreach, composition and understanding.

Strategy #8: Strategic Plan

- Promote the plan to the optometric community and use it as a tool at board and committee meetings; review annually for progress.

Strategy #9: Volunteer Committees

- Rely on Nominating Committee and Task Forces on Governance Structure, CEO Transition, and Diversity for development of structure, strategy, oversight and reporting regarding this goal area.