

# Strategic Plan



MINNESOTA  
MEDICAL  
ASSOCIATION

## Mission

To provide advocacy, information, education, and leadership for Minnesota physicians and their patients.

## Values

### Integrity

An earned reputation for trustworthiness and reliability that is sustained by actions that are honest, ethical, competent, and credible.

### Inclusiveness

A welcoming and receptive culture that is open to the diverse perspectives of a membership reflective of the physician population; exemplified by engaged members who are willing to listen and cooperate for the common good.

### Professionalism

An ongoing commitment to the recognition of physicians as central to the health of communities; supported by an association dedicated to upholding the ethical behavior of a patient-centered profession through competent execution and continuous improvement.

### Responsiveness

An accountability for decisions made in a democratic and transparent manner; implemented through advocacy, and services that promote the collective interests of members and the communities they serve.

## Goals

- Minnesotans are the healthiest in the nation
- Minnesota is the best place in which to practice medicine
- MMA is the source for advancing professionalism in medicine
- Membership is an indispensable benefit for all physicians

## Envisioned Future

### Minnesotans

- Through MMA leadership and advocacy, health care is reformed to provide universal access to high-quality, low-cost care to all Minnesotans.
- MMA's advocacy for healthier lifestyles has significantly contributed to Minnesotans being the healthiest in the nation.

### Health Professionals

- Minnesota's highly acclaimed health care system values the physician-patient relationship, values the physicians in the allocation of health care resources, and serves as a universally recognized model for the United States.

### Physicians

- Minnesota physicians credit MMA with creating an environment that makes Minnesota the best state in which to practice medicine.

### MMA and its Members

- MMA is recognized as being the catalyst for leading and establishing access to high-quality, affordable health care for all Minnesotans.