MMA Strategic Map

Mission/Vision
To be the leading voice of medicine to make Minnesota the healthiest state and the best place to practice.
TAGLINE: The voice of medicine in Minnesota since 1853.

Strategies
How we will achieve our mission/vision

- Advancing change through advocacy and information
- Fostering resilience, trust and community through physician connection, support and engagement
- Improving physician efficacy and leadership through education and skills building
- Identifying and addressing emerging critical issues as a convener and collaborator

Outcomes
What we will see if we are successful

Broader Community Impact
- Recognition of MMA as a credible and valuable resource and leader
- Public awareness of the value of physicians in care delivery
- Advancement of the Triple Aim (improved patient experience and population health, reduced cost of care)
- Improved health equity

Member Impact
- Professional satisfaction
- Physicians empowered to lead health and delivery system change
- Greater membership value
- Increased member engagement

Organizational Health and Sustainability
- Increased and diversified membership and revenue
- Effective communications across the diversity of member interests and geographies
- Engaged and effective board
- Engaged and effective staff and efficient office infrastructure
- Clarity of roles between MMA and component societies