

# 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**