

GOAL A: PATIENTS

All people will achieve optimal health and wellbeing through patient engagement and improved health literacy, and equal access to timely, comprehensive, affordable, high-quality, integrated health care throughout their lives.

Objectives:

1. Advance patient health, wellbeing, and engagement, prioritizing the most critical individual and public health areas.
2. Increase patient access to appropriate care, with prioritized focus on vulnerable populations.
3. Increase the affordability of quality, safe, health care for patients.
4. Decrease the adverse impact of social determinants and health disparities.
5. Increase care integration to improve patient outcomes and experience.

GOAL B: PHYSICIANS

Physicians will enjoy a satisfying career in medicine that is grounded in high-quality care, intellectual growth, and financial sustainability in an inclusive environment with minimal regulatory burden.

Objectives:

1. Reduce unnecessary regulations and administrative burdens.
2. Advance physician wellness, professional growth and satisfaction, and promote inclusive work environments.
3. Increase physicians' financial sustainability within the health care environment.
4. Increase the affordability of medical school education.

GOAL C: THE MASSACHUSETTS MEDICAL SOCIETY

MMS will be the most trusted and respected leadership voice in health care, advancing medical knowledge and the medical profession to improve patient care and outcomes, maintaining a sound financial position and a diverse, engaged, and expanding membership.

Objectives:

1. Increase the alignment between products, services, and activities and the preferences of current and future members, eliminating offerings that do not demonstrate strategic value.
2. Reduce the extent to which funding for member-related activities is dependent upon NEJM Group revenue.
3. Increase dissemination of medical knowledge worldwide through NEJM Group.
4. Increase MMS brand recognition and profile, both regionally and nationally.
5. Increase physician utilization of MMS as a primary resource for professional support.
6. Increase physician engagement and diversity.
7. Increase engagement and collaboration with key stakeholder groups in support of MMS goals and objectives.