

MISSION

The purposes of the Massachusetts Medical Society shall be to do all things as may be necessary and appropriate to advance medical knowledge, to develop and maintain the highest professional and ethical standards of medical practice and health care, and to promote medical institutions formed on liberal principles for the health, benefit and welfare of the people in the Commonwealth

MEASUREMENTS

- $\geq 48\%$ of Active MA Physicians are Members (43% in 2023)
- $\geq 32.5\%$ of the Early Career (<45 years old) MA physicians (non-resident/non-student) are Members (27.5% currently)
- Membership Composition that mirrors the MA physician landscape
- Member NPS ≥ 20
- AMR $\geq 34\%$ self-funding goal w/financial improvement targets as outlined in budget and long-range plan

VISION

To be the most trusted and respected leadership voice in health care, improving patient care and outcomes by:

- Advocating for physicians and patients
- Advancing medical knowledge
- Elevating the medical profession
- Promoting physician well-being
- Advancing health equity
- Promoting patient safety and quality health care

MMS Commitment to Health Equity and Inclusion

The development and execution of the strategic plan will further MMS' commitment to improving health equity and fostering inclusive environments, both within MMS and in the broader health care community

STRATEGIC IMPERATIVES



Grow Membership with Target Audiences

Increase membership with an evolved value proposition relevant to group practices and early career physicians



Optimize Membership Value and Engagement

Align high-value benefits and services to the needs of physicians and students



Lead in Continuing Professional Development and CME

Be the go-to, trusted source for professional development and continuing medical education



Drive Change with Impactful Advocacy

Execute and effectively communicate excellence in advocacy within the private and public sectors, and in public health



Evolve Governance and Leadership

Focus on leadership recruitment, development, pathways, and engagement; enable efficient and effective governance

KEY ENABLERS

Improved and Modernized Communications

Transform MMS communications by understanding physician preferences, utilizing relevant platforms, and modernizing delivery

Operational Discipline and Processes

Make data-driven decisions to drive prioritization and strategic focus

