

WASHINGTON STATE MEDICAL ASSOCIATION
2008 Business Plan

As an organization, the WSMA is strong. The association has a committed leadership, a growing membership, and is financially sound.

The Vision of the WSMA

Make Washington a better place to practice medicine and to receive care.

The Mission of the WSMA

The WSMA delivers strong advocacy that is physician driven and patient focused, working to help physicians deliver complete care patients can trust.

The Value Proposition of the WSMA

The WSMA:

- Provides tangible support of your practice and access to physician services.
- Promotes quality, cost effective care.
- Is your respected voice in the public arena.

The Organizational Priorities of the WSMA

In 2008 the WSMA will focus its resources on these organizational priorities:

- 1. Make Washington a better place to practice medicine and to receive care.**
- 2. Support a medical practice environment that serves the needs of the public and profession.**
- 3. Strengthen the ability of the WSMA to support and advocate on behalf of its members.**

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The business plan supports the vision, mission and priorities of the WSMA as the place physicians – regardless of specialty or practice setting – can turn to for advocacy, answers, and support of the profession and our professionalism.

The plan is based on the organizational priorities adopted by the 2007 House of Delegates and incorporates subordinate priorities as directives for specific actions during the course of the year.

Center for Tomorrow's Medicine – Advocating legislatively and in the public area for a medical practice environment that serves the needs of the public and medical profession, and which strengthens the ability of the WSMA to support and advocate on behalf of its members.

Center Directors: Tom Curry, Jennifer Hanscom, and Len Eddinger

- Promote universal access to affordable coverage.
- Engage with public and private organizations that affect the financing and delivery of care.
- Promote an alternative to the present medical tort system.
- Promote physician collaboration, communications, sense of community, and engagement.
- Enact the WSMA's 2008 legislative agenda – Improve patient safety (strengthen the MQAC, funding to track prescribing of controlled substances, other); increase access to care (broaden B&O tax relief, fully fund access for Medicaid and related programs, allocate additional \$3 million for support Loan Repayment and Scholarship Program); improve patient care (recognize POLST forms, grant immunity to physicians and other practitioners who use them in good faith, funding for WSM-ERF Quip Project); oppose WSTLA efforts to expand medical tort system); support "Opt In" bill for access to physician prescribing patterns); allow medical assistants to administer oral immunizations; defeat legislation inimical to the priorities and policies of the WSMA.

Status:

Center for Medical Professionalism – Advocating, celebrating and reinforcing the tenets of our professionalism as we work: To make Washington a better place to practice medicine and to receive care; Support a medical practice environment that serves the needs of the public and professions; and Strengthen the ability of the WSMA to support and advocate on behalf of its members.

Center Director: Jennifer Hanscom

- Promote, stress and tie all policies and programs to the professional ethics and obligations of medicine.
- Improve the quality of care.
 - Support greater application of evidence based care.
 - Promote adoption of best practices.
 - Support appropriate care.
 - Promote greater patient safety.
- Aggressively promote reductions in unsupportable variations in care.
- Improve the medical disciplinary process.
- Promote physician collaboration, communications, sense of community, and engagement.
- Continue the WSMA's strong branding campaign.

Status:

Legal Resource Center – Legal advocacy and education in support of physicians and a practice environment that serves the needs of the public and profession, and strengthens the ability of the WSMA to support and advocate on behalf of its members..

Center Director: Tim Layton

- Promote medical practice viability.
- Provide tangible services.

Status:

Practice Resource Center – Advocacy on behalf of physicians in their relationships with payers, and data and educational services to: Help make Washington a better place to practice medicine and to receive care; support a medical practice environment that serves the needs of the public and profess;, and strengthens the ability of the WSMA to support and advocate on behalf of its members.

Center Director: Bob Perna

- Continue to promote administrative simplification.
- Promote medical practice viability.
- Provide tangible services.

Status: