

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*

MMA advances its mission by **educating, convening, and collaborating** with members and others to effectively:

Advocate

Anticipate and advance change to address critical and emerging issues

Engage

Connect, support, build trust, and foster physician community

Empower

Transform health and healthcare by developing effective physician leaders

Inform

Track and communicate issues affecting the practice of medicine to position physicians for success

Outcomes | *What we will see if we are successful*

Broader Community Impact

Recognition of MMA as a credible and valuable resource and leader

Physicians are valued and trusted

Improved patient and population health

Improved health equity

Member Impact

Improved professional satisfaction and well-being

Empowered physicians to navigate evolving systems and changing roles

Greater and more visible membership value

Increased member engagement within their communities and with MMA

Organizational Health and Sustainability

Increased and diversified membership and revenue

Effective membership communications

Engaged and effective board

Engaged and effective staff and efficient office infrastructure