

**American Association of Hip and Knee Surgeons
Strategic Plan
2016 – 2018**

MISSION

Advance hip and knee patient care through education and advocacy

TAGLINE/INFORMAL MISSION

AAHKS: Educate & Advocate

VALUES

AAHKS is committed to the following values:

- Proactivity
- Inclusivity
- Volunteerism
- Life-long learning
- Integrity
- Professionalism

GOALS

Membership: AAHKS will expand and diversify the membership

Financial: AAHKS will effectively manage its resources to achieve the mission

Organizational Capacity: AAHKS will have the organizational capacity to meet member education and advocacy needs

GOALS, OBJECTIVES, STRATEGIES

Goal: Member – AAHKS will expand and diversify the membership

- **Member Objective 1:** Continue 10 % annual growth

Strategies

- Seek to enroll 100% of Fellows prior to graduation by direct contact through their Program Directors
- Develop and implement incentives for members recruiting new members

- Automate free membership for residents coming to the resident course
- Increase funding for promotion of AAHKS and its programs in print and digital formats
- Explore promoting collaborative meetings
- **Member Objective 2:** Review membership categories annually
 - Strategies**
 - Review membership categories to ensure they continue to reflect the field of arthroplasty
 - Revise/develop recruiting materials as needed based on the annual review to ensure membership growth goals are met
- **Member Objective 3:** Conduct biennial member needs assessment
 - Strategies**
 - Update needs assessment survey questions as needed
 - Create member category specific surveys

Goal: Finance – AAHKS will effectively manage its resources to achieve the Mission

- **Finance Objective 1:** Develop policy on the level of funds to be kept in reserve
 - Strategies**
 - Define what encompasses “reserve”
 - Review benchmarks of comparable associations and create AAHKS policy
- **Finance Objective 2:** Spend available reserves consistent with the established policy to achieve the Mission
 - Strategies**
 - Establish a one year budget with a three year projection
 - Finance Committee to develop and implement standardized process to apply for available reserve funds
 - Create an evaluation methodology to determine the effectiveness of reserve funds spending

Goal: Organizational Capacity – AAHKS will have the organizational capacity to meet member education and advocacy needs

- **Organizational Capacity Objective 1:** Optimize the Association’s infrastructure to enhance member education as it relates to patient care, best practices in health care delivery and health care policy
 - Strategies**

- Develop and implement an education needs assessment tool
- Evaluate and change, as required, AAHKS' organization structure, volunteer and staff alignment
- **Organizational Capacity Objective 2:** Ensure that the infrastructure effectively achieves the Association's regulatory and legislative agenda
 - Strategies**
 - Align volunteer and staff requirements with the objectives of the regulatory and legislative agenda
 - Determine the level of external resources required to advance the regulatory and legislative agenda and align the use of those resources with the AAHKS staff and volunteer structure
 - Develop an evaluation methodology to assess the efficacy of the Association's advocacy agenda