

Strategic Plan

Purpose

To defend the current competence of health care practitioners by educating the public and other stakeholders about the importance and value of rigorous ongoing professional certification and licensure in legislative, regulatory, reimbursement, and employment arenas.

Goals

1. Build a strong alliance of organizations willing to contribute financial, human and reputational resources in support of the coalition's purpose.
2. Consolidate the evidence that supports the case for rigorous ongoing professional certification.
3. Educate the public and other key stakeholders about how rigorous ongoing professional certification contributes to high quality, safe health care.
4. Inspire key stakeholders to take action to support and protect rigorous ongoing professional certification among the health care professions as a requirement for licensure, employment and/or reimbursement.

Plan

Coalition Building

Goal:

Build a strong alliance of organizations willing to contribute financial, human and reputational resources in support of the coalition purpose.

Action Plan:

1. Informed by legal counsel, agree upon and document a structure that enables the coalition to pursue its goals while minimizing liability and risk for coalition members.
2. Agree upon and document the responsibilities and roles of volunteer coalition members.
3. Use an online platform that provides a centralized document repository and facilitates communication among coalition members.
4. Identify and recruit additional stakeholders, including health care certification and accreditation organizations, health care delivery and quality protection organizations, educators, regulators, consumer and patient advocacy organizations, and others with an interest in this issue to join the coalition and support its efforts.
 - a. Develop a written case for participation.
 - b. Coordinate approaches to these organizations.

- c. Establish and implement a simple coalition member onboarding process to rapidly inform and engage new members.
5. Provide method for active engagement/participation.

Research

Goal: Consolidate the evidence that supports the case for rigorous ongoing professional certification.

Action Plan:

1. Create and organize a centrally accessible repository of evidence collected by coalition members.
2. Evaluate the strength of the current evidence and identify any areas of information gap.
3. Seek additional data from other sources, including those in the risk management field and data from population-wide studies on medical errors.

Education & Outreach

Goals:

- **Educate the public and other key stakeholders about how rigorous continued professional certification requirements contribute to high quality, safe health care.**
- **Inspire key stakeholders to take action to support and protect rigorous ongoing professional certification among the health care professions as a requirement for licensure, employment and/or reimbursement.**

Action Plan:

1. Identify those known to oppose or likely to oppose our cause, and anticipate and counter their arguments in our own materials and messages.
2. Develop educational materials, toolkits, and/or instructional plans that make the case for the cause in ways appropriate for each campaign target audience, including the following:
 - a. Key messages
 - b. Our most compelling one-page “letter” designed to secure a meeting or discussion with key opinion leaders and advocacy groups representing the stakeholders we seek to educate
 - c. Online compendium of the evidence that supports our case
 - d. Infographic that summarizes key data points from the compendium of evidence
 - e. An educational primer or white paper that provides more in-depth background
 - f. Pass-through materials that coalition partners can distribute through their own channels (i.e. op-ed, ads, “write-your-legislator” message, etc.)
 - g. Compelling real-life stories that illustrate the importance of our cause; testimonials

3. Identify organizations and opinion leaders to target with our educational and outreach efforts, including those in the areas of:
 - a. Patient advocacy
 - b. Consumer protection
 - c. Health care employers and institutions
 - d. State and national legislators
 - e. Regulators
 - f. Payers
 - g. Malpractice insurers
 - h. Credentialing
 - i. Risk managers
4. Determine the source and strength of any existing coalition connections to each group or individual.
 - a. Research the group or individuals to determine our approach and our “ask,” focusing on ways in which they can help further disseminate education on this topic and/or engage others in their sphere of influence to take action in support of the cause.
 - b. Pursue meetings and dialogue to win their support and involvement.
5. Use feedback from those we approach to continually refine and improve our messaging and methods.
6. Monitor legislative and regulatory proposals for any related to our cause.
7. Identify ways to quickly and effectively inform supporters and escalate educational efforts in areas where reliance on rigorous ongoing professional certification is being challenged.
8. Develop a decision-making screen to determine when and how to move into a particular state to initiate local and state-level education and outreach activities.
9. Recruit and equip coalition spokespeople and surrogates to educate all stakeholder groups, including the public, about the need to develop and require strong continued professional certification programs to better assure the public that health care practitioners remain competent throughout their careers.
10. Develop and implement media relations and social media strategies in support of coalition activities.
11. Develop external communications (e.g., website, online ads) to directly reach the public.
12. Develop avenue for regular communications with recruited stakeholders for ongoing messaging, feedback, alerts, and calls-to-action.