

# AAMS



## STRATEGIC PLAN



Association of Air Medical Services

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Within the document, you will find the passion and excitement of our association for our vision, mission, core values, and key priorities. The Association of Air Medical Services Board of Directors developed, and then enhanced, the Strategic Plan with extensive input from the transport medicine community and we will use it to guide our future growth and development. We strongly believe that the work we do on behalf of our members should positively impact our patients, our workforce, our provider organizations, and the communities they serve worldwide.

*We invite you to join us on this journey.*

*~ AAMS Board of Directors*

## INTRODUCTION

This document sets forth the principles and key priorities that will guide members, volunteers, staff, and affiliates of the Association of Air Medical Services. It outlines a strategic approach to ensure AAMS is focused on advocating for our patients and workforce and adds value for our member organizations. We believe AAMS is well-positioned to advance transport medicine worldwide through advocacy, collaboration, and education.

The strategic planning process builds on the extensive work that was done in late 2022, by narrowing the focus of the organization on the key priorities for AAMS in the coming year. It also recognizes the considerable strains our members are facing and seeks to add value in a fiscally responsible manner with a renewed focus on being good stewards of membership funds. In the weeks and months ahead, these key priorities will evolve into objectives for 2024 and beyond. We invite all our stakeholders to participate as we move forward to realize the full potential of the organization.

*We are better together.*

We are grateful to everyone who contributed to developing this path forward and we remain focused on the vision, mission, and core values of the Association.

Sincerely,



James Houser  
AAMS/MFI Board Chair



Jana Williams  
AAMS/MFI President & CEO

## VISION

High-quality transport medicine accessible to all.

## MISSION

We champion our members' shared goal of promoting access to care through advocacy, collaboration, and education.

## CORE VALUES (STAIRS)

- Safety
- Transparency
- Agility
- Integrity
- Relationships
- Sustainability

## PRIORITIES (ACE)

### ADVOCACY

- Patient Advocacy
- Workforce Advocacy
- Government Affairs

### COLLABORATION

- Member Engagement
- Community Engagement
- Pursuit of Industry Synergies

### EDUICATION

- Professional Instruction & Networking
- Leadership Development
- Patient & Workforce Safety Education



## 2024 OBJECTIVES/DELIVERABLES

# ACE

### A D V O C A C Y



Patient  
Advocacy

Workforce  
Advocacy

Government  
Affairs

### C O L L A B O R A T I O N



Member  
Engagement

Community  
Engagement

Pursuit of  
Industry  
Synergies

### E D U C A T I O N



Professional  
Instruction &  
Networking

Leadership  
Development

Patient &  
Workforce  
Safety  
Education

# ADVOCACY

## Patient Advocacy

- **Patient Safety Committee** - Establish and convene a committee with an appointed Chair that will define and promote patient safety and patient care quality initiatives. The committee will include AAMS members and will work in close coordination with other industry groups.
- **Patient Advocacy Toolkit** - Through the Patient Safety Committee, develop a repository of member-generated patient advocacy resources and engage members to foster development of future patient advocacy resources. This may guide the work and goals of the Patient Safety Committee.

## Workforce Advocacy

- **Workforce Support Committee** - Establish and convene a committee with an appointed Chair that defines and promotes workforce support and development initiatives. The committee will include AAMS members and will work in close coordination with other industry groups.
- **Workforce Advocacy Toolkit** - Through the Workforce Support Committee, develop a repository of member-generated workforce advocacy resources and foster development of future workforce advocacy resources. This may guide the work and goals of the Workforce Support Committee.
- **Crisis Support Task Force** - Establish and convene a task force that focuses on the development, sharing, and promotion of crisis support initiatives. This may include leadership development and resource sharing. The task force will include AAMS members and work in close coordination with other industry groups.

## Government Affairs

- **State Association Committee** - Establish and convene a committee with an appointed Chair that focuses on bidirectional communication and support of state air medical, critical care, or AAMS/CCT associations and develop a specific plan to regularly engage with these associations.
- **Government Affairs Committee** - Continue to embrace transparency, build understanding, grow participation, and add member value by spotlighting industry issues and leveraging the broad talent within the Government Affairs Committee to address key industry challenges, utilizing the power of the collective voice where appropriate.
- **Political Action Committee (PAC)** - Develop and implement an annual plan for the AAMS PAC.

# COLLABORATION

## Member Engagement

- **Member Onboarding** - The AAMS staff will develop and implement a plan for an enhanced member onboarding process for each membership class.
- **Membership Access and Communication** - Develop and implement a plan for AAMS distribution lists that supports communication with industry constituents with an eye toward improved member engagement and the financial viability of the Association. Ensure member value through exclusivity and member-only benefits.
- **Membership Categorization** - Establish a task force to review and consider additional member categories that promote member engagement and the financial viability of the Association.
- **Member Engagement Survey** - Complete an annual survey of AAMS members (and former members as possible) designed to assess the value of current initiatives and develop an inventory of future initiatives that may enhance member engagement.

## Community Engagement

- **ETHOS** - Establish a taskforce to develop and implement an annual plan for funding, deploying and maintaining the ETHOS database that will make it a valuable industry tool in a financially responsible manner.
- **MedEvac Foundation International Evolution** - Establish a task force that within 90 days develops a plan for board consideration to make MFI more of a community-wide resource that supports our people through avenues such as research, scholarship, and peer support in a fiscally responsible manner.

## Pursuit of Industry Synergies

- **Enhance Value** - AAMS Board and staff will work with other industry organizations to coordinate meetings, conferences and educational offerings in a manner that is fiscally responsible for all stakeholders across the industry.
- **Common Interest Initiatives** - Develop initiatives that foster possible areas of cooperation among the industry stakeholders, in a manner that is compliant with all applicable laws and regulations.

# EDUCATION

## Professional Instruction & Networking

- **Critical Care Transport Academy (CCTA)** - Review plan for future crew member training offerings. This effort will be pursued in a fiscally responsible manner and with regard for other applicable industry offerings.
- **Air Medical Transport Conference (AMTC)** - Establish a committee to develop an AMTC-specific strategic plan that evaluates the structure and format of AMTC to remain the primary event that encompasses ALL aspects of the air medical and critical care transport industry in one setting featuring leadership/clinical/operational training and industry-wide networking. The plan will address community stakeholder needs in a fiscally responsible manner.
- **Technology Plan** - Establish a working group to evaluate and develop a plan to leverage existing and developing technology to connect and support the industry's educational endeavors. The plan will address community needs in a fiscally responsible manner.

## Leadership Development

- **Medical Transport Leadership Institute (MTLI)** - Charge the Council of Regents to develop a strategic plan that evaluates the structure and format of MTLI such that it is recognized as the industry standard. The plan will address the changing demands for leadership training in a fiscally responsible manner.

## Patient & Workforce Safety Education

- **Safety Management Training Academy (SMTA)** - Establish a stakeholder body to develop a strategic plan that evaluates the structure and format of SMTA such that it is recognized as the industry standard. The plan will address changes in a fiscally responsible manner.
- Consider additional patient & workforce safety-specific offerings in a fiscally responsible manner.

## Other Education

- **Environmental Scan** - Establish a stakeholder working group to complete an environmental scan to identify other educational opportunities that AAMS could pursue to meet the evolving needs of the industry and contribute favorably to the financial viability of the Association. Consider a standardized school framework whenever possible.