

The Association of Air Medical Services



STRATEGIC PLAN 2026



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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.

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, adding member survey input and continuing to narrow the focus of the organization on the key priorities for AAMS in the coming year. It also recognizes the dynamic strains our members face and seeks to add value in a fiscally responsible manner with a strong focus on being good stewards of membership funds. In the weeks and months ahead, these key priorities will evolve into tactics for 2026 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,

Mike Perkins
AAMS Board Chair

Jim Houser
AAMS Immediate Past Chair

Jana Williams
AAMS President & CEO





MISSION, VISION and VALUES

MISSION

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

VISION

High-quality transport medicine accessible to all.

CORE VALUES

- S AFETY
- T RANSPARENCY
- A GILITY
- I NTEGRITY
- R ELATIONSHIPS
- S TABILITY



PILLARS



ACE

ADVOCACY



- Patient Advocacy
- Workforce Advocacy & Support
- Government Affairs

COLLABORATION



- Member Engagement
- Community Engagement
- Pursuit of Industry Synergies

EDUCATION



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



 **Goal 1****Enhance Member Engagement**

- Communicate more directly with individuals
- Leverage new & existing platforms

 **Goal 2****Advocate Around Essential Role in Healthcare**

- Tell our story; enhance public awareness, community engagement
- Promote access, especially in rural health

 **Goal 3****Invest in Workforce, Leaders**

- Promote workforce support strategies
- Develop mentorship programs; expand Rising Leaders content

 **Goal 4****Explore International Engagement**

- Formalize international committee and recruit interest
- Create interactive forum

 **Goal 5****Optimize Schools**

- Draw on synergies; build consistency, efficiencies
- Leverage technology for member engagement beyond school



Patient Advocacy



- **Quality & Patient Safety Committee** – Continue the committee with an appointed Chair that defines and promotes quality and patient safety initiatives. The committee will include AAMS members and will work in cooperation with other industry groups.
- **Patient Advocacy Toolkit** – Maintain a repository of patient advocacy resources and foster development of future patient advocacy resources.
- **Patient Safety Survey** – Conduct and present patient safety survey findings.



Workforce Advocacy/Support

- **Workforce Initiatives** – Develop initiatives that spotlight and support our workforce and foster development of future workforce advocacy resources.
- **Public Affairs** – Showcase air medical and critical care transport as an essential part of the healthcare ecosystem, especially in rural settings. Enhance public awareness and positive community engagement.
- **Mentorship** – Identify initiative lead (s) and build out tactics.
- **Salary Survey** - Conduct a third-party administered industry salary survey.
- **Crisis Support Resources** – Enhance LIFT365-Leadership Incident Fortification Training/Team to augment crisis support.
- **Safety Initiatives** – Establish a safety task force to develop safety initiatives, advance participation in industry efforts, and spotlight best practices.



Government Affairs

- **State Association Committee** – Continue the committee with an appointed Chair that focuses on bidirectional communication and support of state air medical, critical care, or AAMS/CCT associations and continued engagement.
- **Government Affairs Committee** – Continue the committee with an appointed Chair focusing on collaboration and shared resources to address key challenges, utilizing the power of the collective voice where appropriate.
- **Cost Study** – Conduct a third-party administered industry cost survey through member capital campaign for funding.
- **Program Solvency** – Champion sustainability. Establish a reimbursement reform task force to develop novel recommendations in concert with the Air Ambulance Quality & Patient Safety Advisory Council's (AAQPS) recommendations and other industry organizations where possible.
- **Political Action Committee (PAC)** – Establish PAC Champion (s) and enhance annual AAMS PAC plan.

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Member Engagement



- **Membership Access and Communication** – Continue to enhance member onboarding, communication, and engagement with an eye toward improved member experience and the financial viability of the Association. Ensure member value through exclusivity, industry, and member-only benefits.
- **Membership Categorization** – Enact 2025-26 membership/governance/dues task force recommendations ratified by general membership and the Board of Directors to promote engagement, position AAMS for the future, and ensure the financial viability of the Association.

Community Engagement



- **Communications Committee** – Continue committee with an appointed Chair that promotes improved internal and external communications and engagement. The committee will include AAMS members.
- **Data & Technology Committee** – Continue the committee with an appointed Chair to continually evaluate and leverage existing and developing technology to support endeavors in a fiscally responsible manner. The committee will include AAMS members and will work cooperatively with industry groups.
- **International Committee** – Formalize existing efforts by establishing committee with an appointed Chair to leverage international interests, create platforms for best-practice sharing and engagement, and build international member value. The committee will include AAMS members and will work in cooperation with other industry groups with global emphasis.
- **Board to Board Liaisons** – foster board member liaisons with industry groups.
- **The VITALS Foundation for Medical Transport Professionals** – Within its shared governance, support the 501c3 non-profit as a central philanthropic hub for initiatives that elevate safety, quality, and resilience in medical transport and empower professionals across disciplines and organizations to foster a culture of wellness, connection, and professional excellence.

Pursuit of Industry Synergies



- **Enhance Value** – AAMS Board and team 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** – Continue to develop initiatives that foster possible areas of cooperation among the industry stakeholders, in a manner that is compliant with all applicable laws and regulations.



Professional Instruction & Networking

- **Educations & Publication Committee** – Continue committee with an appointed Chair that promotes internal and external education, publishing, and engagement. The committee will include AAMS members.
- **Critical Care Transport Academy (CCTA)** – Continue future clinical crew member training in a fiscally responsible manner. Enhance brand recognition and remain open to collaborations.
- **Air Medical Transport Conference (AMTC)** – Continue the Future of AMTC task force to affix AMTC as the primary industry event that encompasses ALL aspects of air medical and critical care transport in one setting.
- **AAMS On Air** – Continue to expand podcasting and virtual offerings.



Leadership Development

- **Leadership Incident Fortification Training (LIFT)** – Continue offering LIFT and evaluate ways to make its resources available to our community when they need it in a fiscally responsible manner.
- **Medical Transport Leadership Institute (MTLI)** – Continue offering MTLI and charge the Council of Regents to maintain a strategic plan that positions MTLI as the industry standard in a fiscally responsible manner.
- **Rising Leaders** – Continue to invest in and expand content to grow and support rising leaders in a fiscally responsible manner.



Patient & Workforce Safety Education

- **Safety Management Training Academy (SMTA)** – Continue offering SMTA, enhance it with standardized school framework where possible, add graduate content, and seek ways to position it as the industry standard in a fiscally responsible manner.
- **Expansions** – Consider additional patient & workforce safety-specific initiatives in a fiscally responsible manner.



Other Education



- **Environmental Scan** – Continue environmental scans to identify additional educational opportunities that AAMS could offer 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.



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2026 STRATEGY AT-A-GLANCE



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

VISION: High-quality transport medicine accessible to all.

CORE VALUES: Safety, Transparency, Agility, Integrity, Relationships, Stability



A DVOCACY

- Lead and advance quality and patient safety initiatives in collaboration with industry partners.
- Maintain and grow a centralized library of patient advocacy resources.
- Conduct and share industry-wide patient safety survey results.
- Elevate and support the workforce while advancing workforce advocacy resources.
- Promote air medical and critical care transport as essential.
- Identify initiative leads and implement mentorship tactics.
- Conduct a third-party industry salary survey.
- Strengthen LIFT365 to enhance crisis response and support.
- Launch a safety task force to advance initiatives and highlight best practices.
- Strengthen two-way engagement with state and regional associations.
- Coordinate collective advocacy and shared resources to address key challenges.
- Conduct a third-party industry cost survey funded through a member capital campaign.
- Advance sustainability through reimbursement reform and industry collaboration.
- Activate PAC champions and strengthen the annual AAMS PAC strategy.



C COLLABORATION

- Strengthen onboarding, engagement, and member value to support long-term sustainability.
- Implement approved governance and dues reforms to drive engagement and financial viability.
- Advance effective internal and external communications and engagement.
- Leverage emerging and existing technologies responsibly to support AAMS priorities.
- Expand global engagement, best-practice sharing, and international member value.
- Strengthen relationships with aligned industry organizations.
- Support the VITALS Foundation as a philanthropic hub advancing safety, wellness, and professional excellence.
- Coordinate industry meetings and education to maximize value and fiscal responsibility.
- Advance compliant collaboration opportunities across industry stakeholders.



E DUCATION

- Advance internal and external education, publishing, and engagement.
- CCTA - Sustain future training while strengthening the brand and strategic collaborations.
- AMTC - Position AMTC as the premier, all-encompassing industry event.
- AAMS On Air - Expand podcasts and virtual education offerings.
- LIFT - Continue LIFT and responsibly expand access to its resources when needed.
- MTLI - Maintain MTLI as the industry leadership standard through strategic oversight.
- Rising Leaders - Grow content and programming to support emerging leaders.
- SMTA - Enhance and standardize SMTA to strengthen its position as the industry safety standard.
- Safety Initiatives - Explore additional patient and workforce safety-focused initiatives.
- Future Education Opportunities - Conduct environmental scans to identify new, sustainable educational offerings.

