

AAMS



STRATEGIC PLAN 2025



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 2025 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/Support
- Government Affairs

COLLABORATION

- Member Engagement
- Community Engagement
- Pursuit of Industry Synergies

EDUICATION

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



2025 OBJECTIVES/DELIVERABLES

ACE

ADVOCACY



Patient
Advocacy

Workforce
Advocacy &
Support

Government
Affairs

COLLABORATION

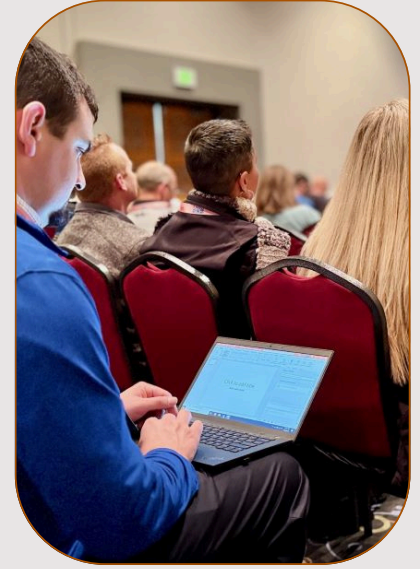


Member
Engagement

Community
Engagement

Pursuit of
Industry
Synergies

EDUCATION



Professional
Instruction &
Networking

Leadership
Development

Safety, Patient &
Workforce
Education

ADVOCACY

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 close coordination with other industry groups.
- **Patient Advocacy Toolkit** - Maintain a repository of patient advocacy resources and engage members to foster development of future patient advocacy resources.

Workforce Advocacy/Support

- **Workforce Support Committee** – Continue the 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 Initiatives** - Through the Workforce Support Committee, develop initiatives that spotlight and support our workforce and foster development of future workforce advocacy resources.
- **Salary Survey** - Conduct a third-party administered industry salary survey.
- **Crisis Support Resources** – Build on Leadership Incident Fortification Training (LIFT) in development, sharing, and promotion of crisis support initiatives. This may include leadership development and resource sharing. The effort will work in close coordination with other industry groups.

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 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.
- **Cost Study** - Conduct a third-party administered industry cost survey if NSA-directed federal cost study does not commence timely. This will be budget neutral to AAMS thus will require separate capital campaign for funding.
- **Political Action Committee (PAC)** - Implement annual AAMS PAC plan.

COLLABORATION

Member Engagement

- **Member Onboarding** - The AAMS team will continue efforts to enhance the member onboarding process for each membership class.
- **Membership Access and Communication** – Continue to evolve AAMS communication with industry constituents with an eye toward improved member engagement and the financial viability of the Association. Ensure member value through exclusivity, industry, and member-only benefits.
- **Membership Categorization** - Establish a task force to review governance/membership/dues adjusting to promote engagement, position AAMS for the future, and ensure 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

- **Communications Committee** – Establish a committee with an appointed Chair that promotes improved internal and external communications and engagement. The committee will include AAMS members.
- **ETHOS** – To maintain the ETHOS database and make it a valuable industry tool in a financially responsible manner, transition it to an academic entity with an industry-wide governance structure. The effort seeks to improve transparency, build trust, and increase participation and utilization.
- **MedEvac Foundation International Evolution** – To maintain the 501c3 non-profit and its existing funds and restore it as a valuable industry resource in a financially responsible manner, transition it to an industry-wide governance structure. Endeavor to preserve its efforts to support our community's medical transport professionals through avenues such as research, scholarship, and peer support in a fiscally responsible manner.

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.

EDUCATION

Professional Instruction & Networking

- **Critical Care Transport Academy (CCTA)** – Continue to offer future crew member training pursued in a fiscally responsible manner and with regard for other applicable industry offerings. Remain open to collaborations.
- **Air Medical Transport Conference (AMTC)** – Convene the Future of AMTC task force 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, will identify stakeholder improvements, and guide future AMTC location selections.
- **Technology Plan** – Add to the Data & Technology and Education & Publishing committees' efforts to continually evaluate and leverage existing and developing technology to connect and support the industry's educational and communication endeavors in a fiscally responsible manner.

Leadership Development

- **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.
- **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.

Patient & Workforce Safety Education

- **Safety Management Training Academy (SMTA)** – Continue offering SMTA, enhance it with standardized school framework where possible, 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.