


AAMS



STRATEGIC PLAN





Within the following document, you will find the passion and excitement of our association in our new vision, mission, and key priorities. The Association of Air Medical Services (AAMS) Board of Directors developed this Strategic Plan with extensive input from the transport medicine community and will use it to guide our future growth and expansion. We feel strongly that the work we do on behalf of our members should make a positive impact on our provider companies, their transport crews and the communities they serve worldwide, and we invite you to join us on this journey.

Association of Air Medical Services Board of Directors

INTRODUCTION

This document sets forth the key priorities that will guide members, volunteers, staff and affiliates of the Association of Air Medical Services. It outlines a strategic approach to ensure recognition of AAMS is synonymous with excellence in support of transport medical providers, professionals and the patients they serve. We believe that AAMS is well positioned to advance transport medicine through advocacy, education and research to our diverse membership and the critical care transport industry worldwide.

This strategic planning process was different than any other we had done in the past, because it wasn't about process, as much as it was about our people. Our Strategic Plan was developed using the direct contributions from the AAMS community. We invite all our stakeholders to participate as we build on our strengths, address our weaknesses, and work to realize our full potential. As action plans emerge from our key priorities, some will be purely administrative in nature, some will require significant tactical development, and some will call upon the diverse skills and talents of our community.

Guided by this document, we will develop and implement annual objectives that outline specific activities and targets, along with the necessary metrics to measure our progress. We will continually assess the effectiveness of our actions against these priorities, and will be accountable to our stakeholders for the progress made toward these goals by making regular updates.

We are grateful to everyone who contributed to developing this path forward and for everything you have done and will continue to do to advance the Association of Air Medical Services and ensure the transport medicine industry delivers high-quality care to communities around the world.

Sincerely,

Cameron Curtis, CMM, CAE
President & CEO





VISION

High-quality transport medicine accessible to all.

MISSION

Advancing the art and science of transport medicine through advocacy, education, and research ensuring high-quality, life-saving care to patients and communities worldwide.

PRIORITIES


Voice of Transport Medicine

Provide a collaborative, unified voice to enhance advocacy and awareness of medical transport's role in healthcare.

1. Develop an active voice by collecting, analyzing and communicating reliable data and information about the transport medicine industry.

- a. Identify data collection needs that will impact our members and the industry
- b. Create a database that collects reliable and relevant data needed to develop resources that support the industry
- c. Develop regular and timely data reports related to the transport medicine industry across the professional spectrum
- d. Provide data research access to support AAMS members

2. Be the leading resource for reliable medical transport data, information and policy.

- a. Work with government entities to identify data collection needs related to the transport medicine industry
 - b. Develop a mechanism for collecting and sharing data that support the industry at the federal, state and local level
 - c. Develop a mechanism for supporting international AAMS members related to country-specific policy and data needs
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Member Engagement & Experience

Engage members by providing a strong value proposition through volunteer opportunities, educational programs and content. Create a member experience with a defined member journey for both individuals and corporations.

1. Create an innovative member engagement strategy that measures volunteer involvement.

- a. Create volunteer opportunities through special interest groups and committees that engage members across the professional spectrum
- b. Launch an annual call for volunteers that engages more members and represents the transport medicine professional spectrum
- c. Create a mechanism for measuring volunteer engagement to identify opportunities for improvement

2. Create an innovative member engagement strategy that measures organizational awareness.

- a. Create a communication strategy that provides timely and informative updates about the organization and industry to members
- b. Develop a value proposition that aligns with the needs of and benefits our domestic members
- c. Develop a value proposition that aligns with the needs of and benefits the individuals, across the professional spectrum, who work for the company members we represent
- d. Develop a value proposition that aligns with the needs of and benefits our international members


3. Reach healthy and stable levels of membership by meeting the changing needs of our environment through advocacy and education.

- a. Review and analyze current membership structure to ensure we are meeting the needs of our members
- b. Create global engagement opportunities for individuals and companies
- c. Identify opportunities to engage new members from outside our traditional base

Quality Outcomes

Advance our members in their efforts to improve patient outcomes, business sustainability, and patient & provider safety by acting as a conduit for best practices.

1. Develop a multifaceted online library with resources that support all transport medicine professionals.

- a. Survey members to identify necessary resources to support the industry
 - b. Engage special interest groups in the development of an online library that creates and delivers resources that positively impact transport medicine professionals across the spectrum
 - c. Develop a pipeline of resources to ensure a breadth and depth of contributions that maintain relevancy
 - d. Measure impact through usage data and analysis
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Knowledge Impact

Create and deliver innovative programs that nurture and positively impact transport medicine services, professionals, and the patients they serve.

1. Grow and measure attendance across all AAMS programs.

- a. Identify opportunities that will engage broader audiences across all AAMS programs
- b. Create a tracking mechanism that will show trends and identify gaps across all AAMS programs

2. Engage attendees through surveys and focus groups to improve the quality of the programs AAMS provides and identify future AAMS content areas.

- a. Survey current and past SMTA students to identify opportunities for growth
- b. Survey current and past MTLI students to identify opportunities for growth
- c. Reinvent AMTC by using feedback from members, former attendees, sponsors and exhibitors via surveys and focus groups to identify opportunities for growth

3. Create a content strategy that provides new and innovative programs that support all transport medicine services and professionals.

- a. Research content needs of the individual professionals who work for the transport medicine industry
 - b. Identify opportunities to provide innovative content through various outlets
 - c. Deliver innovative content across the professional spectrum utilizing subject matter experts from special interest groups and the membership
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