

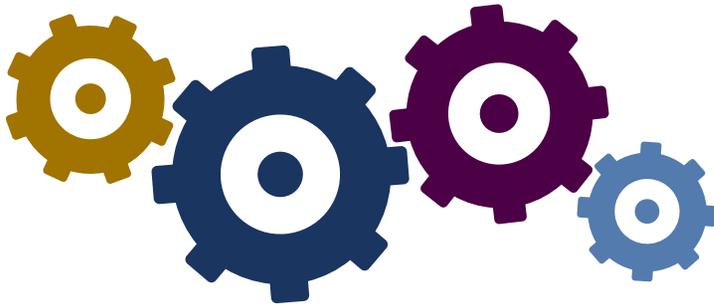
AAPPR Strategic Plan



Formerly ASPR
AAPPR
ASSOCIATION FOR ADVANCING
PHYSICIAN AND PROVIDER RECRUITMENT

2016-2020 Goals

Strategic Imperatives



Position the Expertise of the Association and Its Members

Develop and perform a full array of organizational practices—professional development, branding, marketing and communications—that position the association and its members as strategic partners in institutional decisions regarding the recruitment of physicians and healthcare practitioners.

Strengthen and Focus Member Education

Implement a comprehensive, cohesive professional development program that enables members to successfully interact with healthcare decisionmakers and help them solve the range of provider recruitment problems and challenges they face.

Deliver Research/Data to Healthcare Leaders

Identify, create, and deliver credible assets to healthcare leaders that help them solve the range of provider recruitment problems and challenges they face.

Provide an Engaging Membership Experience

Increase the size of membership and the retention of newer members by creating an attractive member experience. Adopt, implement, and sustain best practices in recruitment and retention.

Long Term Goals

