

ASSOCIATION OF OKLAHOMA NURSE PRACTITIONERS

STRATEGIC PLAN

Association of Oklahoma Nurse Practitioners Strategic Goals (2013-2020)

Increase NP Visibility in Oklahoma

By the year 2020, ninety percent or more of the public and state legislators will know that NPs are health care providers who assess, diagnose, prescribe medication, order and interpret diagnostic tests, and treat patients with acute and chronic health conditions.

Strategic Plan 2013-2015 Goals

Develop a Strategic Marketing Plan by 12/31/13 to address the following items in 2014-2015:

- Increase the public's knowledge & perceptions regarding NPs as the healthcare providers of choice through the development and implementation of a varied and broad-reaching media campaign.
- Create taglines and utilize them throughout the different political, marketing and advertising campaigns.
- Create awareness of AONP as the official state organization representing NPs of all specialties.
- Establish a well-trained and respected group of experts consisting of AONP members to represent NPs to both NP and non-NP organizations throughout Oklahoma.
- Create talking points on questions and issues faced by NPs and AONP so we are consistent in our message.
- Establish an advisory council to evaluate the AONP website, first to ensure it is user-friendly, and second to address its effectiveness as a platform for promoting the NP profession and AONP to our members, the NP community, and the public.
- Develop and implement strategies to remove the usage of the terms such as "mid-level provider", "physician extender", and "non-physician provider" when referring to NPs.

Support Legislation/Policy That Promotes NP Practice

NPs will have plenary authority by 2020

Plenary authority is defined as full and complete authority to practice. For purpose of this plan, plenary authority will be indicated by the removal of all required supervision or collaborative agreements.

Strategic Plan 2013-2015 Goals

- Collaborate with organizations that promote policies to improve measurable patient safety and quality care outcomes.
- Continue to enhance relationships with other nursing, NP, and APN organizations to speak with a unified voice.

- Create a database system of existing statutes, rules, and regulations that is accessible to members.
- Find best practices and language of proposed bills, statutes, rules, and regulations, and make these available to membership.
- Engage the members in further policy discussions and initiatives to promote AONP strategic goals and to increase NP language in policies at the state level.
- Enhance PAC activities, and communicate the purpose and activities of the PAC thoroughly and consistently with membership.
- Engage members in advisory councils.
- Enhance health policy training for students.
- Improve relationships with other local and state organizations to educate them regarding the NP role and build partnerships.
- Develop grassroots strategies to remove barriers and improve the practice environment.
- Acknowledge and celebrate all (local, state, and national) political successes with AONP membership.
- Determine the needs of individuals living in and NPs working in various communities when reviewing proposed policies or policy changes.

Grow Membership in AONP

Vision 2020 Strategic Goals

A majority of licensed NPs in Oklahoma will be members of AONP by 2020

Through alliances with the other NP organizations; we will speak with a unified voice.

Strategic Plan 2013-2015 Goals

- Develop a plan to communicate with all NPs the value of being an AONP member: get them involved in policy and other issues that have an impact on the careers of NPs and the access to quality care for all patients.
- Establish a work group to evaluate and make recommendations on AONP membership structure, benefits, etc.
- Utilize AANP as the valued resource it is and work with its leadership to determine meaningful ways to benefit the NP community in Oklahoma.
- Develop and implement a plan to involve NP students in AONP activities.
- Increase the net percent of NP membership and their level of engagement in AONP.
- Survey and communicate with non-members, as well as former and retired members to evaluate their needs and identify ways to ensure their involvement.
- Provide mentoring and leadership guidance to AONP elected and volunteer representatives.
- Evaluate and pursue additional non-dues revenue streams.