



**Empower. Educate. Advance.**

The Future of Dermatology

## **SDPA 2018-2021 Strategic Plan**

### **Goal 1: Education**

1. Identify and launch new conference registration software
2. Continue to refine, improve, and maintain Diplomate Fellowship program
3. Diversify and develop new and existing virtual CME opportunities
4. Provide education opportunities for other members of the dermatology healthcare team (such as medical assistants)
5. Grow, increase, and diversify conference CME opportunities
6. Develop advanced-level education for experienced practitioners
7. Recruit PA speakers

### **Goal 2: Coalition Building**

1. Launch SDPA-led coalition focused on strengthening PA visibility and reducing patient wait times
2. Collaborate with state PA societies and other medical specialty organizations
3. Leverage partner journals to build coalition visibility and strength partnerships
4. Strengthen relationships with SDPA affiliate chapters and seek new chapters
5. Represent the SDPA at high profile external medical conferences and events

### **Goal 3: Membership**

1. Increase and strengthen retention and recruitment
2. Target corporate dermatology offices and industry partners to identify new member segments
3. Launch advanced online social community platform for deepened engagement
4. Develop diversified membership offerings and benefits
5. Create non-conference networking opportunities

### **Goal 4: Brand, Image, and Visibility**

1. Perform SDPA staffing and resource analysis
2. Fund and perform PA-led research and develop original content
3. Implement proactive, not reactive, public relations and communications strategies
4. Enhance and extend SDPA online presence
5. Develop social media guides and strategies for dermatology practices

6. Educate public on derm PA value and purpose
7. Launch SDPA run and owned member journal

### **Goal 5: Professional Development**

1. Identify, develop, refine and embrace PA speakers
2. Create clear SDPA leadership pipeline and mentoring program
3. Create SDPA leadership program and online resource center
4. Provide healthcare training for dermatology team members (such as MAs)
5. Enhance SDPA Career Center

### **Goal 6: Advocacy and Legislative Monitoring**

1. Promote and support the adoption of OTP at the state level
2. Mentor and educate state affiliate chapters to advance SDPA advocacy goals
3. Strengthen state and federal legislative advocacy efforts