

Mission: MAAS is the resource and advocate for ambulance services in Michigan
Vision: MAAS delivers value to members through leadership, public advocacy and education

Strategic Plan 2014-2016

Strategies to Achieve Goals:

Proactive and clear strategy to achieve legislative results
 Data-driven decision making

Strategic messaging
 Member engagement in the democratic process

Collaboration and strategic partnering



Influence

- Engage members with local legislators
- Engage in legislative collaborations with other organizations
- Proactively get ahead of issues
- Support Community Paramedics Initiatives
- Provide legislator education



Quality & Innovation

- Determine Membership Types
- Create proactive strategic messaging that is responsive
- Enhance members service in responsiveness and convenience



Infrastructure

- Elevate the ED position to a CEO
- Create clear lines of communication among leadership
- Board acts more strategically and proactively
- Operate from a plan
- Board develops a body of policies
- Active committee structure



Membership

- Redefine the role of the regional representative
- Activate the ownership interest of members
- Develop and maintain communication channels to membership
- Board member to member communication
- Elevate support to all of our regions and membership demographics



Partners

- Identify key contacts among state and other associations

Outcomes:

- Members are supported in changing times.
- Members receive optimal reimbursement, education and services to run a healthy and stable organization.
- Communities benefit from affordable, accountable and high quality ambulance services.
- State and local officials have an informed understanding of similarities and differences among types and levels of providers.

