



STRATEGIC PLAN

Values:

- ◆ Inclusion
- ◆ Collaboration
- ◆ Leadership
- ◆ Innovation
- ◆ Excellence

Mission:

“To secure the viability of America’s Trauma Centers and foster a sustainable national system of trauma care.”

Vision:

“Every injured person has access to optimal trauma care, anywhere and anytime.”



Advocacy

Promoting trauma systems and effectively representing members.

- I. **Federal Level** - Ensure effective federal advocacy focused on:
 - i. Regulatory Agencies (CMS, et al)
 - ii. Legislative Branch
- I. **State Level** - Monitor, support and report on state trauma system issues.
- II. **Collaboration** - Coordinate with trauma leadership and government relations staff at member organizations.
- III. **Public Interest** - Support public awareness and engagement.

Professional Development

Providing Knowledge and education.

- I. **Team Competencies**—Promote leadership team competency through TCAA developed and delivered signature courses.
- II. **Targeted Courses**—Conduct a survey and market analysis to identify prospective audiences, educational needs and preferred methods of delivery.
- III. **Annual Conference**—Provide annual trauma conference.
- IV. **Collaboration**—Collaborate and leverage existing educational products with allied organizations

Operational Expertise

Supporting member quality, efficiency and financial viability.

- I. **Expertise** - Offer on-demand access to expertise through professional staff, leadership, fellows, members and consultants.
- II. **Resource Center** - Serve as a resource repository for access by members.
- III. **Best Practices** - Collect and define best practices
- IV. **Services** - Develop the services and products that enhance trauma centers and systems, i.e. consultation visits.
- V. **Executive Roundtables** - Explore roundtable meetings with executive level members focusing on top issues of trauma center viability.

Association Strength

Recognized as a leader among trauma care associations.

- I. **Financial Strength** - Diversify streams of revenue through new products and services, and develop a policy for use of savings to facilitate research and development/ investment.
- II. **Technology Use** - Invest in the technology and infrastructure necessary to support TCAA growth.
- III. **Membership Strength** - Create a plan for recruitment and retention; first identify the potential market share.
- IV. **Governance** - Review the succession of the board leadership to ensure leadership sustainability⁴ and clarify the role of emeritus directors.
- V. **Coalitions** - Remain positioned for growth in all areas through coalition building and collaboration. (Task Force recommended for a comprehensive review of the exempt trauma organizations in the community conducted by a fellow or consultant.)
- VI. **Committee Strength** - Align committees with the goals of the strategic plan in order to advance priorities and to report on progress of the plan. Encourage committees to be innovative in developing new programs to meet evolving needs of trauma centers and systems.

