

# Wisconsin Medical Society Mission & Vision

## Mission Statement

Improve the health of the people of Wisconsin by supporting and strengthening physicians' ability to practice high-quality patient care in a changing environment.

## Vision Statement

Enable physicians to lead efforts with other health care partners to optimize health care delivery and ensure accessible, efficient, patient-centered, quality care for all the people of Wisconsin.

## Strategic Initiatives & Goals

### Health Insurance Coverage and Access

- Increase number of Wisconsin people who have adequate health insurance and ready access to medical services
- Advocate for sufficient Government financial support of its health care programs
- Protect Wisconsin's relatively favorable medical liability climate
- Reduce administrative inefficiencies and increase clinical efficiencies in health care delivery
- Advocate for the proper supply and distribution of physicians in specialties and locations based on patient need

### Quality/Clinical Outcomes

- Encourage physicians to understand and participate in national and state quality efforts
- Champion patient-centered medical care\* in Wisconsin  
(\*clarifying bullets taken from the Principles of the Patient-Centered Primary Care Collaborative include the following: ongoing relationship with personal physician, physician-directed medical practice, whole person orientation, coordinated care across the health system, quality and safety, enhanced access to care payment recognizes the value)
- Support patient safety efforts in all health care settings
- Improve Wisconsin population health in areas that physicians can directly impact

### Wisconsin Medical Society

- Ensure the Society's vibrancy, attractiveness and value to members and potential members, its financial soundness, and its regard by the public, policy-makers and media as the primary resource for credible health care policy and perspective
- Evaluate and expand strategic alliances with other key stakeholders

### Professionalism and Ethics

- Encourage physician-led primary medical care
- Work to assess and align scope of practice between physicians and non physicians and among physician specialties by accounting for the impact on quality, cost-efficiency, safety and access
- Engage and develop continuous physician leadership in targeted demographic groups, including experienced and emerging physician leaders
- Reactivate and collaborate with County Medical Societies to enhance the Wisconsin Medical Society's efforts for the profession
- Explore mechanisms to support the health and well-being of physicians in Wisconsin

*Note: The Society's Mission and Vision were reaffirmed by the Board of Directors July 19, 2008. The Board approved the strategic initiatives and goals October 11, 2008.*

