

## MSCVPR STANDARD STRATEGIC PLAN 2019-2020

**MSCVPR Mission:** To provide educational opportunities for professionals and students whose primary involvement is the care, prevention and education of the cardiovascular and pulmonary diseases through sponsorship of conferences, webinars, scientific meetings, publications, and other communications.

### INITIATIVE I

*Offer high quality educational opportunities for CR/PR professionals.*

#### Objectives

1. Continue offering highest quality and affordable professional conference possible including evidence-based speakers and information, including registered credits for participants.
2. Each of the 3 regions will offer a meeting for members within the region to improve program interaction, idea sharing, and dissemination of reimbursement, legislation, and benchmarking information.
3. An annual newsletter will be released via email to all Michigan Cardiac and Pulmonary Rehabilitation contacts initiated by the Education and Development Committee.
4. Promote educational opportunities through varied media outlets. Increase social media usage.

### INITIATIVE II

*Increase professional development and networking opportunities for membership.*

#### Objectives

1. Meetings and events will include opportunities for members to network and meet other industry leaders.
2. The joint-membership agreement with the AACVPR will allow for improved networking and contact development with national members.
3. Internship opportunities within MI will be made available on society media outlets.
4. Initiate leadership outreach to engage members and provide succession plan for Executive Board and other committee opportunities.
5. Committees will have the opportunity to participate in quarterly conference calls.
6. Summer and fall board meetings will be posted on website. Members will have the opportunity to participate via conference calls. If interested Members should contact current President for more information. Will pilot for one year.

### INITIATIVE III

*Assist with implementation and documentation of best-practices for standardized care throughout the state of Michigan.*

#### Objectives

1. Outcomes collection is supported by the MSCVPR. Quality Improvement initiatives selected by the Outcomes Committee will be supported by MSCVPR.
2. MI programs will be encouraged and assisted with achieving/maintaining AACVPR program certification. MSCVPR will continue to promote and provide certification/recertification resources and support as needed.
3. MSCVPR partners with AACVPR to provide ongoing leadership and communication.

### INITIATIVE IV

*Increase membership retention and recruitment throughout the state of MI.*

#### Objectives

1. Periodic assessment of member benefits and goals for the society. Update members only page on website and add toolkit.
2. Communication to members detailing society projects and expenditures; available to members upon request.
3. Continue strengthening committee involvement and communications.
4. Continued communication with Cardiac and Pulmonary Rehab Programs and Hospitals to improve awareness of MSCVPR & AACVPR.

### INITIATIVE V

*Create and develop liaison opportunities with professional organizations sharing common interests.*

#### Objectives

1. Hospital CR/PR programs throughout MI
2. AACVPR National office and affiliates
3. Michigan Colleges and Universities with related degree programs
4. Vendor relationships
5. MI Rehab Services, COPD Foundation, MSRC, MDCH, PCNA, American Heart Association, MDHHS

## MSCVPR CORE STRATEGIC PLAN 2019-2020

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### INITIATIVE I Executive

*In addition to adhering to MSCVPR's standard strategic plan, the MSCVPR Executive Committee will focus on increasing outreach and membership.*

#### Action Steps

1. Increase outreach to non-members for informational communications.
2. Maintain and increase usage of MSCVPR social media accounts; including Facebook, Instagram, and Twitter.
3. Host a table at a conference in addition to AACVPR's annual conference; such as ASCM or MSCR.

### INITIATIVE II Outcomes

*Implement systems to facilitate systemic referral of adults with hypertension and/or high blood cholesterol to community programs/resources.*

#### Action Steps

1. Develop a program model to support patients with high copays (self-pay) to address patient barriers to participation.
2. Engage in regular conversations with the Michigan Community Paramedicine Program to explore opportunities to increase referrals to cardiac rehabs.
3. Engage Henry Ford Health System to explore opportunities to engage the health systems in change as it relates to assessing and increasing referrals to cardiac rehabs.
4. Disseminate project related work and resources with the cardiac rehab community via the 3 MSCVPR regional meetings in Fall 2019, and the MSCVPR board platform (i.e. cardiac rehab location map).
5. Meet with MDHHS staff at least once a month to provide an update on work plan activities.

### INITIATIVE III

#### Health Policy & Reimbursement

*Enhance the effectiveness of the insurance verification tool.*

#### Action Steps

1. Contact each insurance company and update phone number, information, and website.

*Assist AACVPR/MSCVPR with Section 603 Amendment.*

#### Action Steps

1. Communication with AACVPR with bill number and progress.
2. Email letter to respective House of Representative and Senator to members and respective hospitals.

### INITIATIVE IV STUDENT

*Coordinate attendance and promote MSCVPR at college internship expos.*

#### Action Steps

1. Create student flier with pertinent information regarding MSCVPR; joining as a student, network and conference opportunities, access to internships and careers in the cardiopulmonary rehabilitation fields.
2. Update the MSCVPR website and keep current with the Internship locations and information about each of the internship sites.
3. Attend student expos; Grand Valley and Michigan State.

### INITIATIVE V

#### Education & Development

*Provide resources for programs.*

#### Action Steps

1. Development of online discussion forum for mscvpr.org to engage state CR/PR programs and provide an opportunity for sharing best practice ideas and to help clarify issues related to program certification and other program concerns and questions.
2. Recertification Toolkit resource from AACVPR website.
3. Physician resources to increase physician referral to cardiac and pulmonary rehab programs.
4. Updated list of pulmonary rehab programs to be added to the MSCVPR website.
5. Continuing the committee's contact/relationship with MSRC and reach out to state PR programs to offer/provide support.

*Provide programs with education resources.*

#### Action steps

1. Notification of upcoming events, conferences, and webinars to membership.
2. Survey of membership to identify "hot topics" of interest that may be used for 2020 MSCVPR Annual Conference.