



NASEMSO Strategic Plan

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National Association of State EMS Officials

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NASEMSO Strategic Plan

Vision

State, territorial, and tribal EMS officials advancing and providing access to optimal healthcare for all through the improvement and expansion of emergency and other medical response systems and roles.

Mission

NASEMSO is the permanent national leadership organization that supports, equips, and advocates for state, territorial, and tribal EMS officials in their work to improve systems of care and the professionals operating in them.

Values

- The orderly development of physician-directed, data-driven, community-based, patient-centered, and well-coordinated EMS systems across the nation.
- Enabling access to uniformly high-quality care for acutely-ill and injured patients, as well as programs which will prevent emergency illnesses and injuries.
- Providing a forum for the exchange of information and the discussion of common concerns among state, territorial and tribal EMS officials.
- Cross-border cooperation in such areas as patient transfer, communications, and reciprocity of EMS personnel.
- The dissemination of timely and pertinent information to our membership and others.
- Maintaining effective and ongoing liaison with state, tribal and national governments, professional organizations, and other appropriate public and private entities.
- Striving to help improve the quality and efficiency of our members' EMS program leadership and administration.
- Pursuing means of enhancing the professional knowledge, skill and abilities of state, territorial and tribal EMS officials and staff.
- The pursuit of research and evaluation in all areas of EMS, and evidence-based system planning and decision-making.

Strategic Priorities

Strategic Priority One

Ensure effective external communications to reinforce stakeholder understanding of the role of state, territorial, and tribal EMS offices as system leaders and enablers, as well as regulators, and of the national leadership role of NASEMSO in supporting them.

Three Year Outcome

An integrated, tactical approach to externally communicating the roles and value of EMS office and NASEMSO leadership to stakeholders.

Objectives

Objective 1.1

By August 2019, form a workgroup, inclusive of a state EMS director, council, and committee representation from each Region and:

- Develop comprehensive lists of:
 - Common state EMS office responsibilities and
 - NASEMSO roles and responsibilities;
- Review and update NASEMSO Vision, Mission statements and create Values statements; and
- Develop a policy and process to ensure that NASEMSO will be proactive to industry-related issues and release statements of support or dissent using data to support statements as available.

Objective 1.2

By December 2019, develop effective, consistent speaking points about the system leadership and development roles of EMS offices and of NASEMSO, to include:

- Who we are;
- What we do;
- Why it matters;
- History of success;

- Reputation; and
- Relevance inside/outside of EMS.

Objective 1.3

By August 2020, create a roadmap to identify and engage with partner organizations, funders, NHTSA, HRSA, legislators, and other stakeholders.

Objective 1.4

By December 2020, develop a marketing plan that employs an array of technology (e.g. website, videos, social media) to tailor and deliver newly developed external messaging about the depth, breadth, and impact of EMS office and NASEMSO's services and functions. Implement this plan by April 2021.

Strategic Priority Two

Continue and improve methodologies used in information and resource sharing with and among NASEMSO membership and staff.

Three Year Outcome

An integrated, tactical approach to internally communicating information and resources benefitting NASEMSO and its members.

Objectives

Objective 2.1

By March 2019, make changes to improve the website content and organization so that information and resources on current national topics (e.g. model legislation, FirstNet implementation, community paramedicine, specialty credentialing) are more accessible for members.

Objective 2.2

By January 2020, make changes to expand and/or otherwise improve the new member orientation experience by:

- Enhancing access to the new member orientation through e-learning and e-conferencing;

- Develop orientation programming specific to council functions;
- Create a mentoring program for new members.

Objective 2.3

By November 2018, continue to maintain member awareness of national communications and technology development and implementation impacting EMS in the public safety and health care fields, and represent national EMS community interests.

Objective 2.4

By April 2019, develop a transparent, ongoing communication process among directors, data managers, trauma managers, and members of other councils about data matters.

Objective 2.5

By January 2020, create or enhance networking opportunities for members through:

- Annual and regional in-person meetings;
- Regional, committee and council conference calls;
- Blogs, listserves, and webinars of general interest to members and specific to councils and committees.

Strategic Priority Three

Develop and enable policy deliberation, documentation and external communications about member consensus on emerging specialties.

Three Year Outcome

An integrated tactical approach to evaluating the system impact, value, and logistical practicality of emerging specialties within our system and communicating NASEMSO's position on these.

Objectives

Objective 3.1

By December 2019, establish a process (and policy) for NASEMSO to identify which emerging specialty(ies) are a concern to members.

Objective 3.2

By March 2020, select an emerging specialty to pilot the process, and communicate the project to members by April, 2020.

Objective 3.3

By June 2020, conduct the pilot.

Objective 3.4

By September 2020, the Board will review and refine the policy and process.

Objective 3.5

By December 2020, as applicable, the Board will choose an external communication method(s) and appropriate audience.

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