

SONPM Strategic Plan 2016- 2017

Domain	Goal	Objective	Activities/Deliverables	Status
Education	Improve the knowledge and skills of neonatal-perinatal providers through high quality education, state of the art education delivery, and a team approach	Establish section as the "go to" resource for just-in-time neonatology learning	Promote section website and resources available "NeoPrep Light"	
		Develop and promote learning opportunities for the neonatal team	Identify topics impacting team	
			Develop educational events or resources to support team	
			Transform 2 educational offerings using new learning technology and adult learning principles	
		Develop pipeline for new speakers, new topics at conferences		
Member Value	Address the most pressing and valued needs of SONPM members in all settings	Support section members in pursuing MOC	Develop QI poster session at NCE	
			Develop innovative, meaningful approaches to meeting ABP requirements	
			Develop and submit application for MOC Part II credit for all section education offerings	
		Enhance section website to be the central resource for education, policy, and other resources that support neonatal-perinatal care	Develop new outline of section website (how to organization information)	
			Review and currate existing content (what information is available?) -NeoPrep, other education, journal articles, guidelines, policy statements, quality improvement,	
			Develop and promote new section website	
		Refine section communications to academic and private practice neonatologists	Distribute messages on District listserv	
			Distribute messages through Newsflashes	
Explore use of social media to communicate with section members				
		Create NEORINS		

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		Engage private practice neonatologists	Compile list of ongoing clinical studies	
			Develop opportunities and invite private neonatologists to contribute to section projects	
		Support career trajectories of neonatologists	Develop job board on section website	
			Career planning for TECaN	
		Support global health initiatives	Promote volunteer opportunities	
			Leadership in HBS/HBB/ECEB	
		Engage at least 75% of neonatologists in section membership	develop and implement recruitment campaign	
		Quality	Foster, encourage and develop opportunities for N-P providers to engage in continuous quality improvement	Create and implement NICU recognition program
Create infrastructure building from Texas Model				
Develop mechanism to assist units to achieve standards				
Establish Neonatal Quality Measures approved by NQF	Identify experts for QI			
	Host conference and develop a white paper			
	Develop criteria to evaluate measures			
	Select measures to evaluate			
Advocacy	Develop an advocacy agenda for the neonate and mobilize to achieve it	Outline advocacy agenda	Identify and prioritize topics (health disparities, out of hospital births, teen pregnancy, drug shortages, prematurity prevention, manage ELBW...)	
			Promote advocacy resources/trainings	
		Equip section members with knowledge and skill to advocate on public policy	Explore internship in Dept of Federal Affairs	
			Host hill visits	
		Build advocacy network	Identify state partners	
			Identify national organization partners	
			Identify family partners	

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		Build advocacy network	Collaborate with partners to implement advocacy events or respond to legislation	
Health of Subspecialty	Envision, articulate and engage members in supporting the N-P medicine profession	Explore staffing models in neonatology	Conduct neonatologist work force analysis	
			Increase APPS, other team members	
			Neonatal hospitalists coming in the future	
		Participate in practice transformation discussions	Payment	
			Revisit leadership representation for all constituencies	
			Monitor regionalization	
EMR inter-operability for neonatology	Useful, relevant notes documentation			
Health of Section	Ensure long-term sustained organizational health of SONPM	Monitor financial health of section	Future financial modeling	
		Broaden the table of section leadership	Identify needed representation on the section executive committee	
			Explore changes to executive committee structure	
			Develop focused Task Forces	
		Nurture section leadership pipeline	Engage Fellows at regional meetings	
			Engage mid career neonatologists at meetings	
			Engage women/minorities	
			Develop and promote opportunities for mentorship	
		Enhance section interface	Interaction with larger AAP	
			Interaction with funders of section work (meetings)	
Branding/advertising section				