



SOUTH DAKOTA ACADEMY OF
FAMILY PHYSICIANS

South Dakota Academy of Family Physicians 2022 – 2024 Strategic Plan

*The South Dakota Academy of Family Physicians exists to
improve the health of patients, families, and communities in South Dakota
by serving the needs of our members.*

The South Dakota Academy of Family Physicians (SDAFP) was founded in 1950. It is designated as a 501(c)6 by the IRS and is a Small constituent chapter (less than 400 Active members) of the American Academy of Family Physicians.

SDAFP Capacity Analysis

The SDAFP has 549 total members (as of September 2021) which includes 327 Active members representing approximately 83% of the market share in South Dakota. This is an increase of 9 Active members since September 2020. There are 50 Resident members which represents a decrease of two members since September 2020. There are 115 Students which represents a decrease of twenty-three members since September 2020. The Active member dues are \$250. The last dues increase was in 2019 when they were increased by \$35.

The SDAFP operating budget is \$192,732 with \$141,483 in reserves. This represents 73% of the total budget. The Center for Association Leadership (ASAE) recommends associations retain at least 50% of the next year's projected operating expense budget in reserves. Membership dues account for \$71,150 which is 37% of the revenue budget. The association standard is to hold membership dues revenue to less than 60% of the total budget.

The organization is managed by long-term, experienced Executive Director, Carletta Hauck.

The Academy governance structure includes a Board of Directors, ad hoc work groups and the following committees:

1. Education
2. Advocacy

Strategic Planning Session

The strategic planning session was held on November 6, 2022 at the Clubhouse Hotel & Suites in Sioux Falls, South Dakota. The following SDAFP leaders participated in the session:

Sarah Reiffenberger, MD	President
Jeremy Beireis, MD	President-Elect
Dan Reiffenberger, MD	Secretary/Treasurer
Lisa Brown, MD	Past President
Joy Mueller, MD	Vice President
Jennifer Schriever, MD	Vice President
Maurice Chessmore, MD	Resident Board Member
Carletta Hauck	Executive Director

The planning session was facilitated by Nancy Laughlin, CAE, American Academy of Family Physicians.

Mission Statement

The mission statement creates an internal and external image of the association which distinguishes the organization from other associations. The planning participants created a new mission statement to reflect the purpose of the organization more closely:

Mission Statement *(Existing)*

The South Dakota Academy of Family Physicians exists to improve the health of patients, families, and communities by serving the needs of our members.

Mission Statement *(Amended)*

The South Dakota Academy of Family Physicians exists to improve the health of patients, families, and communities in South Dakota by serving the needs of our members.

2022 – 2024 Goals

The Board of Directors set five broad goals spanning three years. The plan will be reviewed for progress annually and used by the president-elect to set the work plan. Committee efforts should support the plan's goals and strategies.

I. Advocacy

Advocate for family physicians and the health of the patients they serve.

II. Education

Provide quality continuing medical education.

III. Membership/Communications

Communicate member value to recruit, retain and increase engagement of family physicians.

IV. Physician Well-Being

Provide resources to promote physician health, wellness, and personal growth.

V. Academy Operations

Ensure an effective and sustainable Academy accountable for fulfilling the mission.

I. Advocacy

Advocate for family physicians and the health of the patients they serve.

- A. Set legislative priorities
 - 1. Scope of practice issues
 - 2. Access to medical funding
 - 3. Increase primary care funding in state
 - 4. Advocate for health equity
 - 5. Workforce issues
- B. Build relationships with legislators
 - 1. Educate legislators on emerging issues
 - 2. Enhance chapter visibility through lobbyist
- C. Engage members in advocacy efforts
 - 1. Continue Advocacy Day
 - a. Educate members on value of participation

II. Education

Provide quality continuing medical education.

- 1. Maintain successful CME programs - accessible, impactful, and relevant
- 2. Consider conducting member survey to identify CME topics
- B. Explore new ways to educate members
- C. Maintenance of Certification
 - 1. Update members on requirements
 - 2. Provide feedback to the American Board of Family Medicine (ABFM)
 - 3. Provide KSA's and Part IV assistance
- D. Educate members on health equity issues
 - 1. Incorporate health equity topics into education programming
 - a. Transportation issues
 - b. Weight bias & management
- E. Connect members with professional and personal growth resources

III. Membership/Communication

Communicate member value to recruit, retain and increase engagement of family physicians.

- A. Identify member priorities
 - 1. Conduct members survey with separate survey to New Physicians
 - a. Create action plan
 - b. Communicate to members
- B. Develop communication plan to increase visibility of SDAFP
 - 1. Create elevator speech
 - 2. Increase use of social media
 - a. Consider hiring social media/marketing consultant
 - 3. Introduce lobbyist

- a. Monitor and communicate legislative issues
 - 4. Connect members within segments
 - a. Consider a New Physician Member Interest Group (Zoom)
 - b. Seek opportunities (national and state) to involve students and residents
- C. Identify member priorities
 - 1. Conduct member survey
 - a. Unique survey for New Physicians

IV. Physician Well-Being

Provide resources to promote physician health, wellness, and personal growth.

- A. Incorporate well-being topics into meetings and member communications
- B. Highlight balance between access to care for patients and physician well-being

V. Academy Operations

Ensure an effective and sustainable Academy accountable for fulfilling the mission.

- A. Create board development work group
 - 1. Conduct annual board orientation for new board members
 - 2. Create nomination work group to include members from:
 - a. Diverse practice styles
 - b. Finance
 - c. Social media
 - d. Advocacy
 - e. New physician
- B. Increase chapter involvement nationally
 - 1. Ensure representation at AAFP Leadership Conference (ACLF/NCCL)
- C. Commit to using consent agenda for board meetings
- D. Maintain succession plan for executive director