



AAPL Strategic Goals & Dues for 2019

November 30, 2018

Dear AAPL Members:

It is hard to believe that 2018 is almost over. Over the course of this year, AAPL activities have focused on members' needs. The Board immersed into intensive strategic planning, utilizing data and comments from the membership needs assessment. Member feedback helped the Board to plan the annual conference and both regional meetings, assisted in the development of new resource materials and guided us in mapping a plan for 2019-2020 initiatives. The AAPL Board has identified *five main strategic goals* for the next few years:

- Continue to Build the AAPL Resource Library
- Increase Membership
- Increase Member Engagement Opportunities
- Collaborate Year-Round with Consultants and Vendors
- Increase Income

Resource Library

Not surprisingly, the top request from our members is for AAPL to continue building its online Resource Library. This area is accessible to **members only**, and new resources are being added monthly. New this year to the AAPL Resource Library:

- AAPL Membership Fact Sheet
- The Value of a Liaison Fact Sheet
- Physician Needs Analysis Form
- Top Ten Reasons to Join AAPL
- Sample Letter to Supervisor: Benefits of Attending the AAPL Annual Conference
- Sample Letter to Supervisor: Benefits of Becoming a Member of AAPL

Increase Membership

Membership stands between 500 and 550 during any given month. Board members and the Membership Committee have determined that there are thousands of physician liaisons in our profession across the country. It is AAPL's goal to increase membership to at least 650 - but how? During 2018, our Membership Committee, the Board, and other AAPL committees have worked collaboratively to heighten visibility of our national association. We did this through the following initiatives:

- *Regional Meetings* in Portland, Oregon and Worcester, Massachusetts
- Outreach to physician liaisons through *social media* (LinkedIn, Facebook, Twitter, and Instagram)
- *Direct mailings* (postcards, letters, invitations) to liaisons in the states surrounding the 2018 Annual Meeting venue: Washington, DC, Maryland, and Virginia
- Initiation of *personal contact* with other liaisons
- Development of a plan to offer '*group membership discounts*' for teams from the same hospital/institution/facility. Those wanting to join or renew at one time, with one payment, will see their membership dues money go further in 2019.



Increase Membership Engagement

Would you be surprised to know that more than 1/3 of the AAPL membership holds a leadership role or participates on an AAPL committee? These committees include Membership, Liaison Connect (mentorship), Communications/Social Media, Webinar, and Program Planning. Here are some examples of how we are increasing membership engagement in AAPL:

- *AAPL Benchmarking Survey 2019* – All members will be asked to participate; their efforts and membership will be rewarded with FREE access to the results of the survey
- *Social Media connections* on LinkedIn, Facebook, Twitter, and Instagram
- *Social Media Contests* at the annual conference and throughout the year
- *Question of the Month* – join the online conversation to help solve problems, gain insight, or learn best practices
- *Day in The Life* – Facebook and Instagram postings of what a physician liaison's typical day might look like
- *Mentor/Mentee pairs* - More than 18 mentor/mentee pairs were established in 2018, once again demonstrating that AAPL is an organization for liaisons, by liaisons!
- *Call for Speakers* – what better way to engage in professional development than sharing your knowledge with others in liaison roles? The AAPL Annual Conference offers many speaking opportunities, plus we are constantly looking for locations willing to host a regional meeting or liaisons interested in telling their stories and best practice ideas to those attending meetings around the country.
- *Connect with a liaison colleague* through LinkedIn and invite them to join!

Collaborate Year-Round with Consultants and Vendors

Our dedicated consultants and vendors are an integral part of our strategic plan. Our members benefit from these collaborations in various ways including:

- *Content is king (or queen)* – the consultants consistently receive high marks for their presentations at the annual and regional meetings, their blogs, videos, and posting on social media, and their in-person workshops
- *Webinars* – provided free of charge to all AAPL members and presented monthly, with half being sponsored by our vendors and consultants
- *Financial support* from our consultants and vendors at the annual and regional meetings help keep registration fees more manageable for AAPL attendees
- Consultants are working with AAPL to develop a *benchmarking survey* for the upcoming year – one that will we hope will be FREE to all members
- Development of a *Vendor and Consultant resource page* on the AAPL website so that those members wanting information in one place can find it – soon to come in 2019

Increase Income

Running an association is like running a business – in fact AAPL is an incorporated entity. AAPL, through the visions of its Board, Committees, and individual members, has numerous initiatives and projects on the 'to-do list'. Transforming these ideas from paper to reality takes money. The dues your department or hospital pays are vital to AAPL having the funds available to accomplish its mission and goals. While the dues of 96% of AAPL members are covered by their employers, there are individuals who are willing to invest roughly \$15 per month to become a member of the only physician liaison professional association that is governed by liaisons, for liaisons.

For AAPL to achieve the new goals identified for the upcoming year, additional funding is needed. The five strategic goals identified will benefit all members. In order to accomplish those goals, our operating budget must be more robust. **Effective January 1, 2019, AAPL membership dues will be \$185.**

AAPL member benefits include:

- Access to FREE online members' only resources
- Discounts on educational, AAPL-designed conference and regional meetings
- Up to twelve complimentary webinars each year
- Networking opportunities
- Benchmarking survey results at no, or little, cost
- Professional development
- Social Media connections, blogging, and posting opportunities
- Access to branded materials that enhance the visibility of professionalism
- Best practices, tips of the trade, and materials to help you better perform in your job
- Online membership directory with access to liaisons throughout the country

Questions and feedback may be directed to contactAAPL@gmail.com. Help us make AAPL the best organization for you!

Sincerely,



Tom Anderson

AAPL President



Beth Kassalen

AAPL Executive Director