

**OHFAMA Strategy Focus**

**•Goal: Provide quality educational venue(s) that promote high professional competencies and ethics**

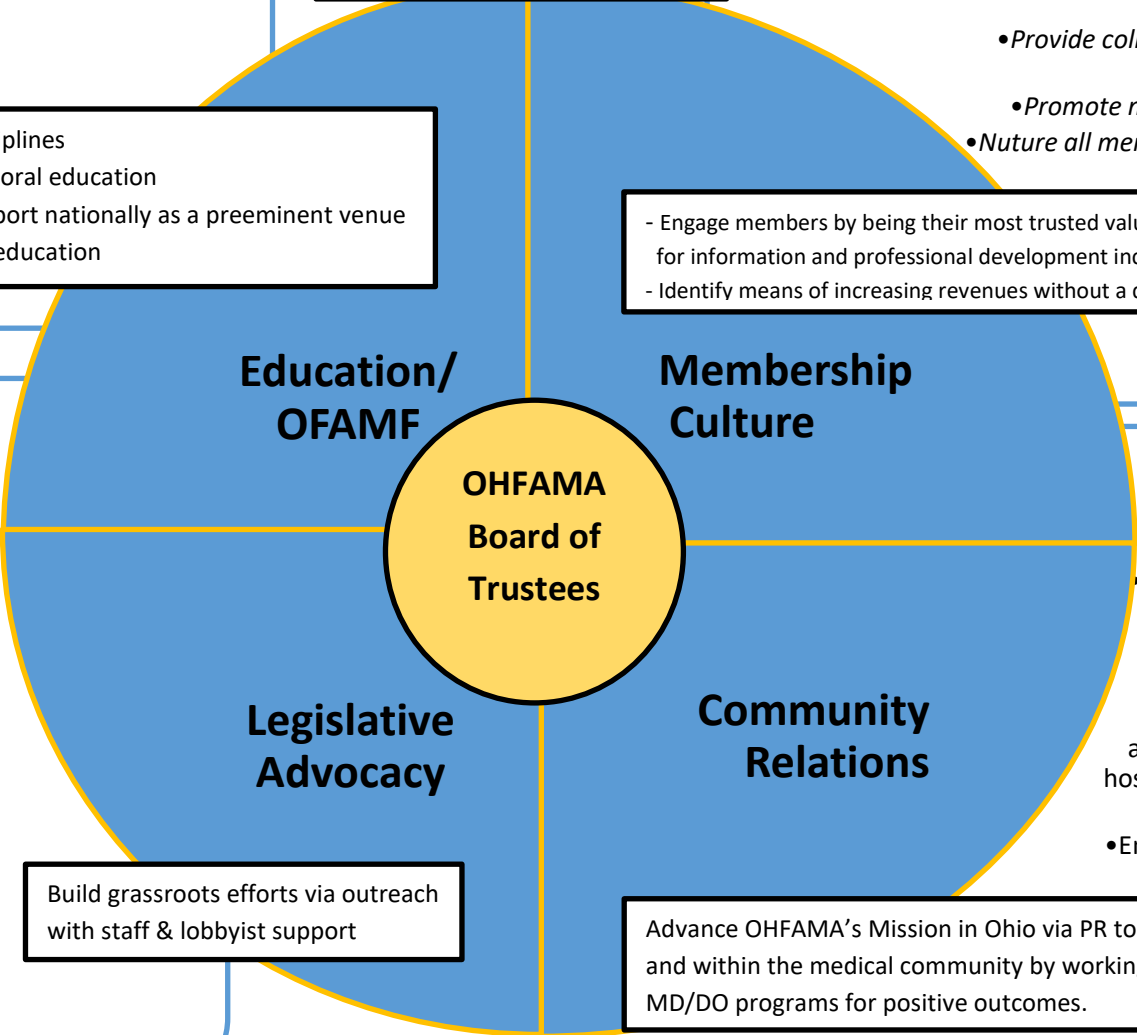
- Begin webinars when appropriate
- Work with Academies
- Work with other associations and other Foundations

- ✓ Educate across all disciplines
- ✓ Elevate DPM post-doctoral education
- ✓ Improve and build rapport nationally as a preeminent venue

**•Goal: Unify: Academies; OHFAMA; APMA**

- Promote member services via Member Packet and website
- Provide collegial networking venues at events
- Promote mentoring and YP initiatives
- Nuture all members with enthusiasm and value their input

- Engage members by being their most trusted valued resource for information and professional development including use of social media.
- Identify means of increasing revenues without a dues increase



**•Goal: Grow relationships & educate members and legislators on DPM issues for informed decision making**

- Develop talking points on all legislative initiatives/challenges
- Training session webinar for Academies on legislative initiatives
- Lobbyist develop supportive messages for member contact
- Grassroots survey to obtain key contacts (on-going)
- Communicate with KSUCPM and APMA on legislation and joint events on podiatric issues

- Build grassroots efforts via outreach with staff & lobbyist support

**•Goal: Increase recognition of podiatry in OH**

- public relations
- educate public
- educate osteopathic and allopathic school Deans and hospitals on podiatry via visits and printed materials
- Engage prospective students with DPMs

- Advance OHFAMA's Mission in Ohio via PR to consumers and within the medical community by working with MD/DO programs for positive outcomes.

**MISSION: OHFAMA acts as a single voice for podiatric physicians in Ohio to ensure the highest quality of medical and surgical foot and ankle care through advocacy, education and public awareness**