



ACC STRATEGIC GOAL

**INCREASE RELEVANCE
AS THE CV
PROFESSIONAL HOME**

ACC is the indispensable resource for all CV professionals, providing both clinical and non-clinical solutions for all stages of their careers



ACC STRATEGIC GOAL

**GENERATE AND
DELIVER ACTIONABLE
KNOWLEDGE**

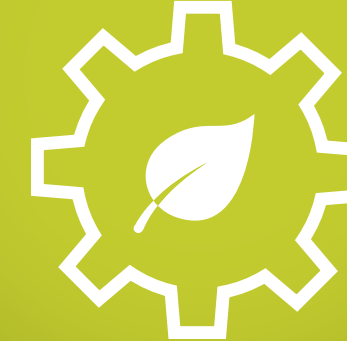
ACC is the trusted source of consumable knowledge that is integrated with the daily activities of the CV team and fully accessible when needed



ACC STRATEGIC GOAL

**ADVANCE QUALITY,
EQUITY, AND VALUE
OF CV CARE**

ACC defines and promotes all aspects of quality, equity, and value of care delivery



ACC STRATEGIC GOAL

**ENSURE
ORGANIZATIONAL
GROWTH AND
SUSTAINABILITY**

ACC's growth and sustainability is supported by enhanced revenue diversity and investment, efficiency, and a strong pipeline of leaders

OUR MISSION

To transform cardiovascular care and improve heart health

OUR VISION

A world where innovation and knowledge optimize cardiovascular care and outcomes

OUR CORE VALUES

In every decision
ACC is **Patient-Centered**

We are stronger through
Teamwork and Collaboration

We strive for **Professionalism and Excellence**

OUR STRATEGIC GOALS

CARE DELIVERY



PROFESSIONAL HOME



ACTIONABLE KNOWLEDGE



ORGANIZATIONAL SUSTAINABILITY



AMERICAN COLLEGE of CARDIOLOGY

ACC.org/StrategicPlan

2019-2023
STRATEGIC PLAN