



AMERICAN
COLLEGE *of*
CARDIOLOGY



STRATEGIC PLAN

ACC STRATEGY MAP, STRATEGIC THEMES AND GOALS

MISSION

**To Transform
Cardiovascular Care and
Improve Heart Health**

VISION

The members of the College will dramatically reduce the incidence, severity, and complications of cardiovascular disease as we promote prevention, reduce disparities in health care and improve personal population-based cardiovascular health.

CORE VALUES

MEMBER VALUES

Knowledge, Integrity, Professionalism, Value of the CV Specialist, Member Driven, Inclusiveness

STAFF VALUES

Credibility, People-Driven, Purpose, Commitment, Integrity

STRATEGIC THEMES

POPULATION HEALTH

ACC is a leader in efforts to reduce the burden of cardiovascular disease in US and global populations.

PURPOSEFUL EDUCATION

Transform CV workforce by developing a personalized, competency based educational experience; producing a curriculum that addresses clinical, administrative, and leadership skills; and engaging and expanding the community of learners.

MEMBER VALUE AND ENGAGEMENT

Cardiovascular specialists choose ACC as their professional home.

TRANSFORMATION OF CARE

Patients receive the highest quality, patient-centered, cost-effective CV care with improved outcomes.

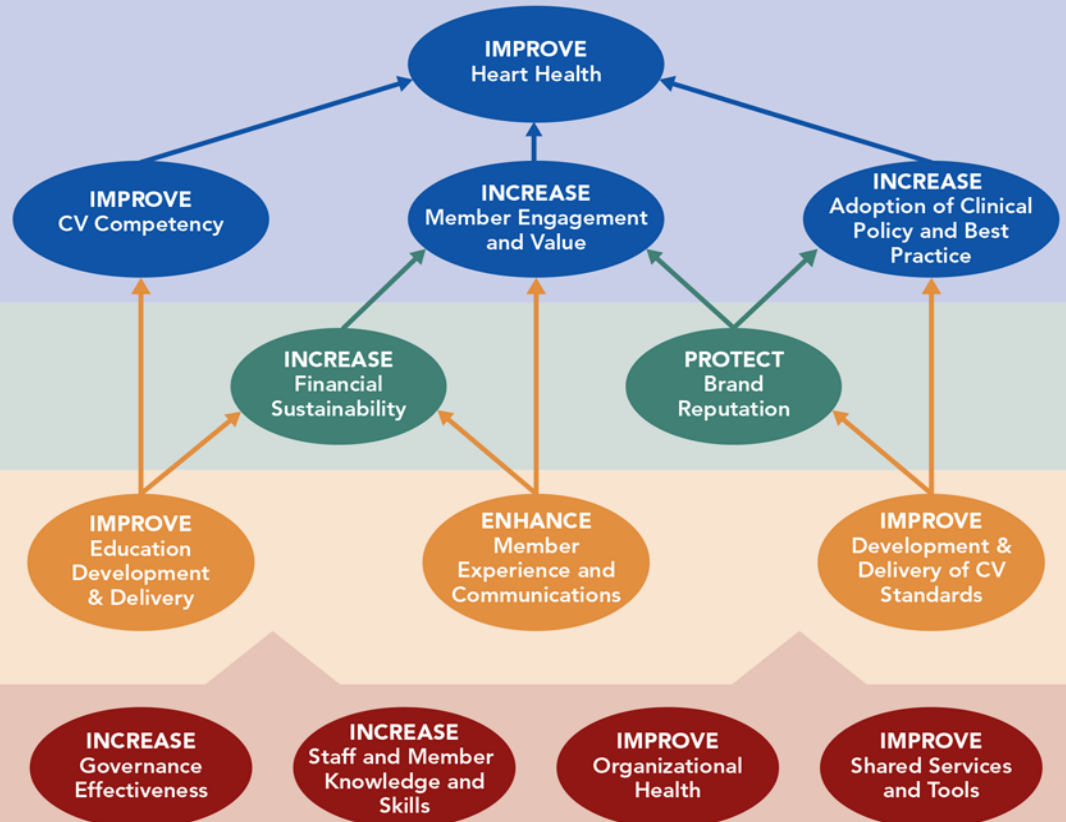
Data, Information & Knowledge and Advocacy are key enablers of the College's Mission.

Members/ Stakeholders

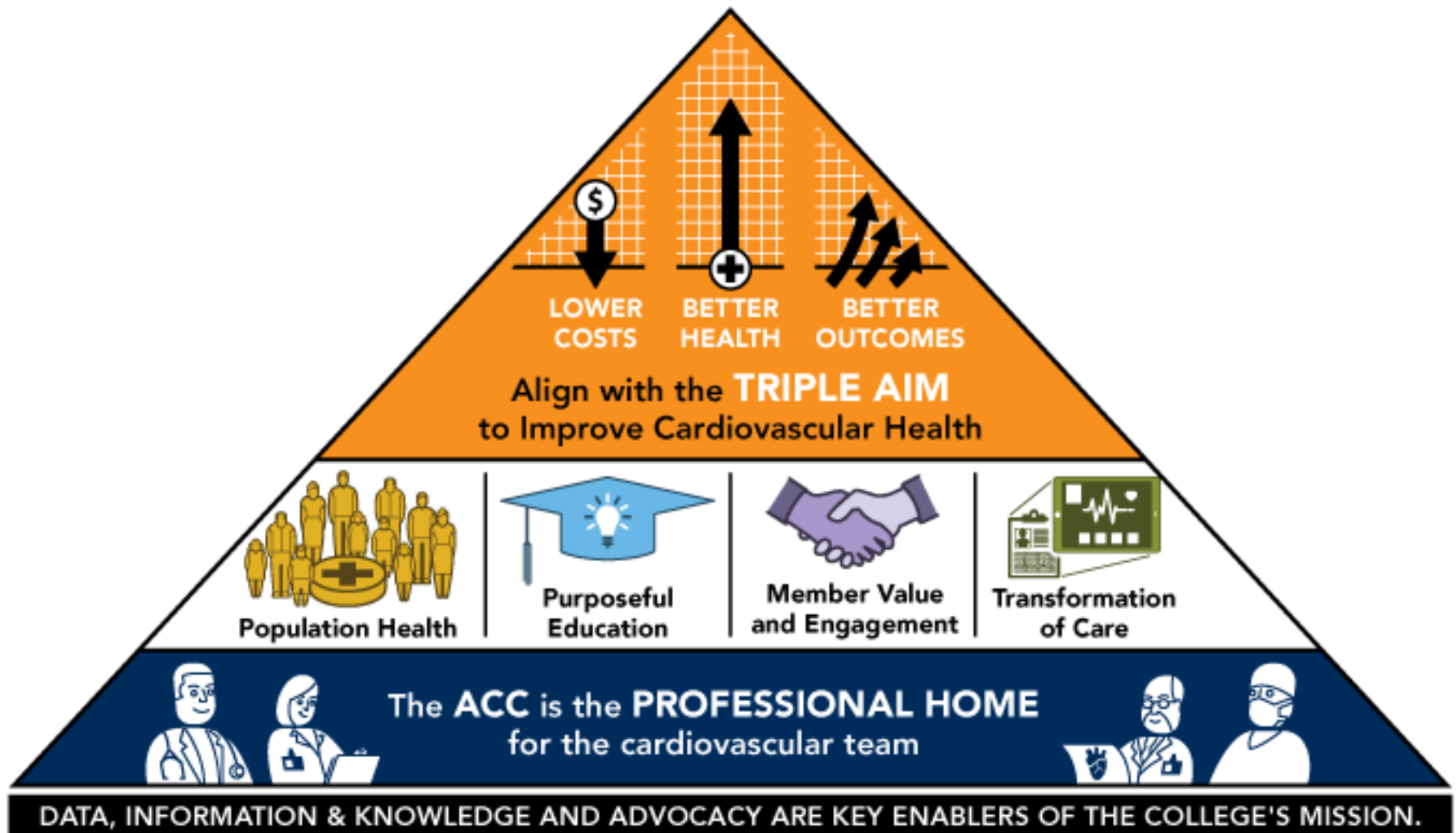
Stewardship

Internal Processes

Organizational Capacity



The Strategic Plan positions the College and its members for success in meeting the **Triple Aim** of improving cardiovascular health through **lower costs**, **better health** and **better outcomes**

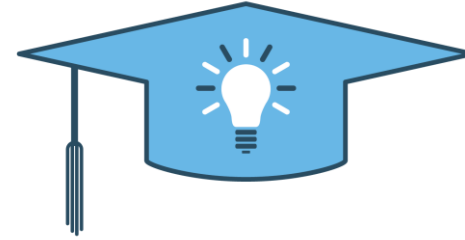




4 STRATEGIC THEMES



Population Health



Purposeful Education



**Member Value
and Engagement**

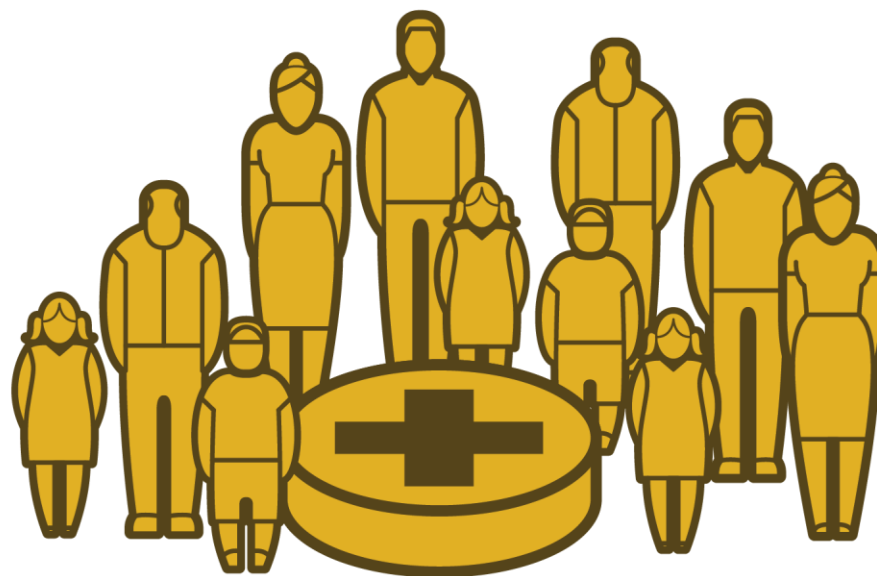


Transformation of Care



POPULATION HEALTH

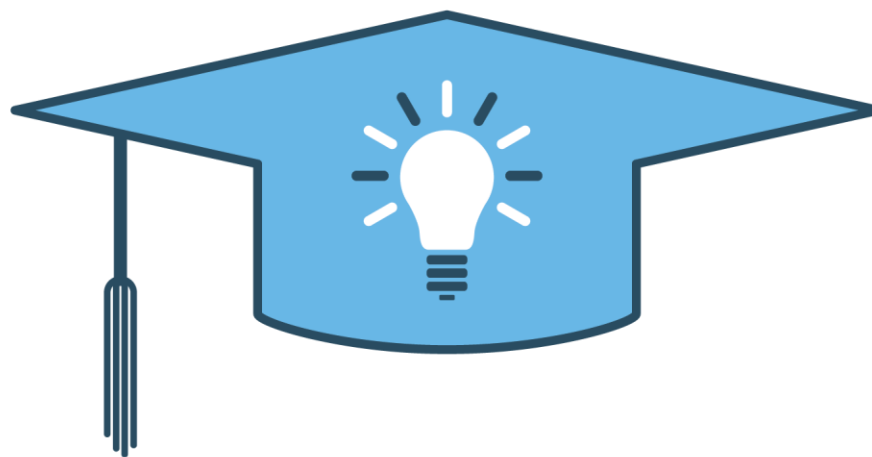
ACC is a leader in efforts to **reduce the burden of cardiovascular disease** in U.S. and global populations.





PURPOSEFUL EDUCATION

Transform the CV workforce by developing a personalized, **competency-based educational experience**; producing a **curriculum that addresses clinical, administrative and leadership skills**; and **engaging and expanding the community of learners.**





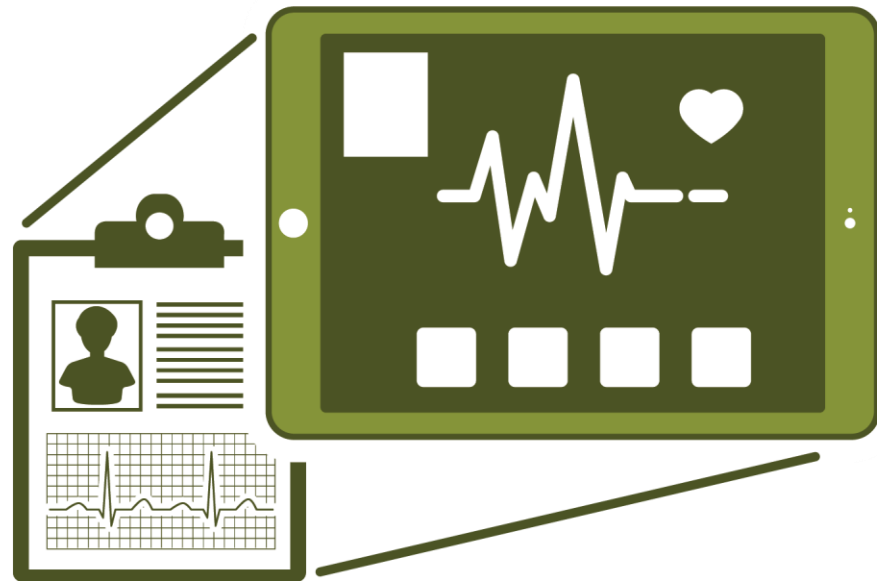
MEMBER VALUE AND ENGAGEMENT

Cardiovascular specialists choose **ACC** as **their professional home.**



TRANSFORMATION OF CARE

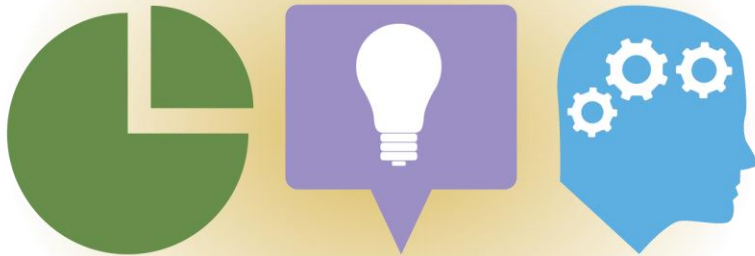
Patients receive the highest quality, **patient-centered, cost-effective CV care** with improved outcomes.





KEY ENABLERS OF THE COLLEGE'S MISSION

Data, Information & Knowledge is woven into all efforts to significantly impact both revenue generation and member effectiveness.



A strong, persistent focus on **Advocacy** so the College remains a leading voice in shaping public policy



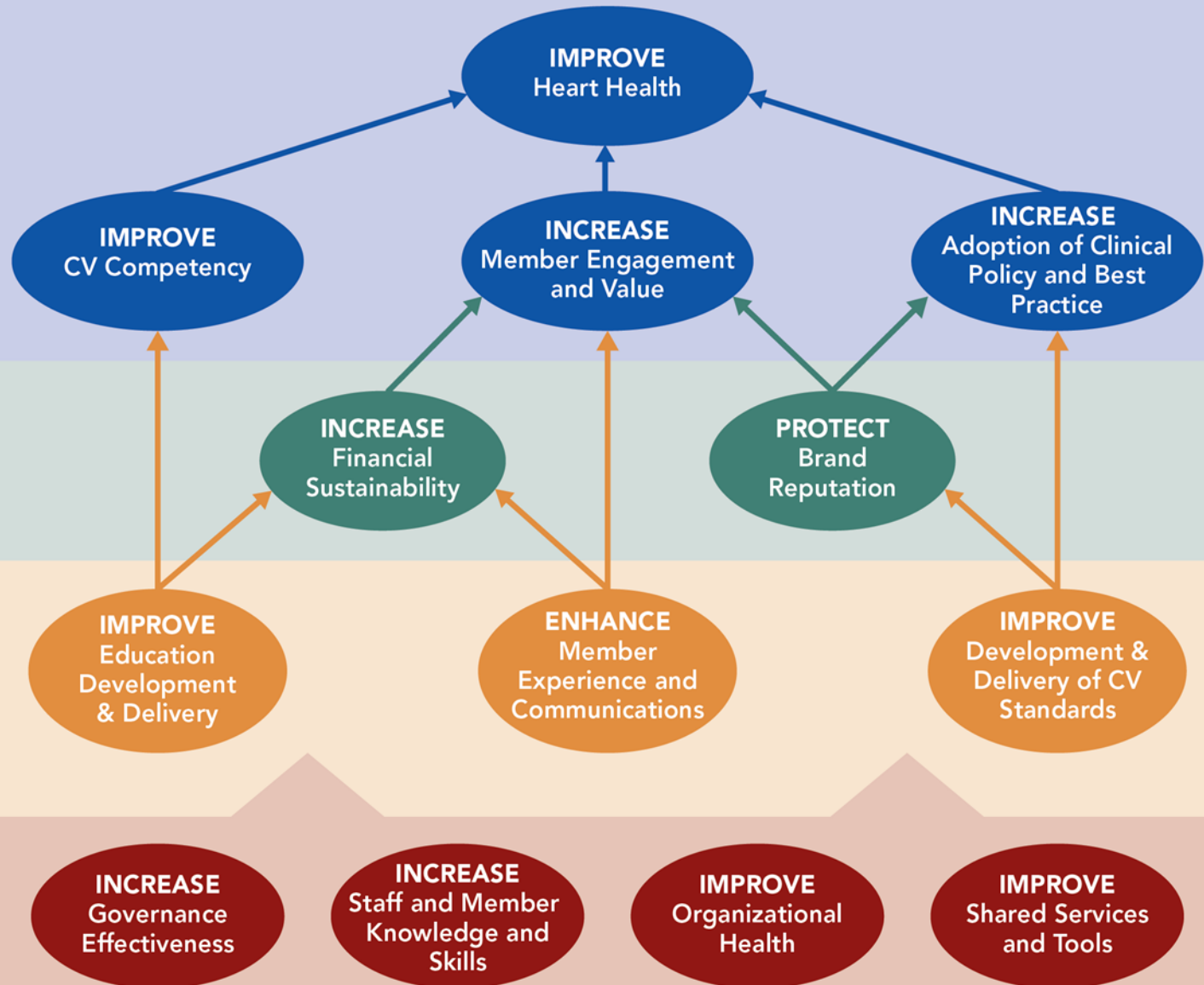
ACC'S STRATEGIC GOALS

Members/ Stakeholders

Stewardship

Internal Processes

Organizational Capacity





ACC'S STRATEGIC GOALS

Members/Stakeholders Perspective

IMPROVE
Heart Health

IMPROVE
CV Competency

INCREASE
Member Engagement
and Value

INCREASE
Adoption of Clinical
Policy and Best
Practice

**Desired outcomes for ACC members and other stakeholders
of the College successfully executing its mission.**



ACC'S STRATEGIC GOALS

Stewardship Perspective

INCREASE
Financial
Sustainability

PROTECT
Brand Reputation

Good stewardship ensures that value is created/maintained for members/stakeholders and that there are sufficient resources to execute the mission of the College.



ACC'S STRATEGIC GOALS



Internal Processes Perspective

IMPROVE

Education
Development
& Delivery

ENHANCE

Member Experience
and Communications

IMPROVE

Development &
Delivery of CV
Standards

**Critical internal processes in which the College
must excel to successfully deliver value to and
ensure satisfaction of ACC's members/stakeholders.**



ACC'S STRATEGIC GOALS

Organizational Capacity Perspective

INCREASE

Governance
Effectiveness

IMPROVE

Organizational Health

INCREASE

Staff and Member
Knowledge and Skills

IMPROVE

Shared Services
and Tools

**People, systems, capabilities and organizational procedures
required to support and execute the College's mission.**

DESIRED OUTCOMES FROM ACC'S STRATEGIC GOALS

STRATEGIC GOALS		DESIRED OUTCOMES
PERSPECTIVE: MEMBERS / STAKEHOLDERS		
Improve (Population) Heart Health	<ul style="list-style-type: none">• Reduce the global burden of cardiovascular disease	<ul style="list-style-type: none">• Achieve goals of the Triple Aim
Improve Cardiovascular (CV) Competency	<ul style="list-style-type: none">• CV physicians accurately evaluate, diagnose and manage acute CV conditions and chronic CV diseases• CV care team members (non-physicians) promote CV wellness and contribute to the team's management of acute and chronic CV diseases	
Increase Member Engagement and Value	<ul style="list-style-type: none">• CV Specialists choose ACC as their professional home	<ul style="list-style-type: none">• Members use and value ACC resources
Increase Adoption of Clinical Policy and Best Practice	<ul style="list-style-type: none">• Cardiovascular care professionals are practicing within policy and best practice which consider cost, value or resource utilization.	
PERSPECTIVE: STEWARDSHIP		
Increase Financial Sustainability	<ul style="list-style-type: none">• Ensure that the ACC has sufficient resources to execute the mission of the College until CV disease has been eradicated.	
Protect Brand Reputation	<ul style="list-style-type: none">• Protect and ensure the reputation of the ACC	
PERSPECTIVE: INTERNAL PROCESSES		
Improve Education Development and Delivery	<ul style="list-style-type: none">• Balanced and relevant curriculum	<ul style="list-style-type: none">• Broader distribution of educational content
Enhance Member Experience and Communications	<ul style="list-style-type: none">• Customized communications based on member profile• Vibrant, effective and well-run local chapters and sections	<ul style="list-style-type: none">• Effective digital communications• Easy to use, consolidated web access to ACC (JACC, ACC.org, QII, etc.)
Improve Development and Delivery of CV Standards	<ul style="list-style-type: none">• The most critical topics in care are addressed in a timely manner with implementable recommendations that are based on evidence (or best available knowledge) and consider cost or utilization.	
PERSPECTIVE: ORGANIZATIONAL CAPACITY		
Increase Governance Effectiveness	<ul style="list-style-type: none">• Member leaders are focused on governance, policy and strategy (not management and operations)• Members and staff work together collaboratively• Members feel connected and aligned to the strategic direction of the College and engage in healthy conflict to achieve optimum results	
Increase Staff and Member Knowledge and Skills	<ul style="list-style-type: none">• Staff are readied to support evolving organization and prepared to support the mission of the College• Staff are decreasing silos, increasing cross-collaboration and sharing best practices to ensure effective/efficient use of time, budget and resourcing• Staff leadership is identifying and developing 'top talent' employees for future growth opportunities• Members are capable of addressing the changing landscape and preparing for leadership roles within their professions and at the College• Members are learning from other members and transforming from clinicians to leaders• ACC is creating loyalty among members to make ACC their professional home	
Improve Organizational Health	<ul style="list-style-type: none">• Staff are engaged and happy; understand the Strategy and their role; trust each other and leadership; and feel empowered• Staff have positive perception of engagement and bi-directional communication between CEO/EVPs and staff• ACC remains relevant and credible; is agile and responsive to a changing environment; and fosters a "culture of innovation"	
Improve Shared Services and Tools	<ul style="list-style-type: none">• Increased internal customer satisfaction• Improved quality of products and deliverables	<ul style="list-style-type: none">• Reduction in costs from leveraging more cost-effective FTEs vs. expensive consultants



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