

New Jersey Society of Optometric Physicians

STRATEGIC PLAN

Developed February 29, 2020

Members of the Board of Directors and professional staff met in February 2020 to draft a strategic plan spanning 2020 to 2022. The membership of the NJSOP is estimated to be at 48% of the potential practicing OD market share. The organization is designated by the IRS as a 501c6, exempt from federal income tax. It has a significant political action committee (PAC). It has a relationship with two 501c3 foundations.

ALIGNMENT + STRATEGIES

For success, the plan requires alignment of resources with the goals. Resources include the budget, board, committees, staff, and consultants. The plan should frame nearly every discussion and decision of the board. The president will appoint strategic project teams. Most associations appoint a member of the board to serve as a plan champion to monitor and report on progress. At year end, the board will review and discuss performance.

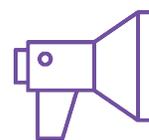
Strategies are the innovative programs and priorities to advance the goals and mission. Where performance metrics, assignments, and timelines are not indicated, the officers and management should discuss and agree on what metrics will indicate success for each strategy. To maintain focus the board referenced 4x4, or four goals with four strategies (see reverse.)

MISSION

The NJSOP advocates, communicates, and educates to advance the optometric profession.

VISION

To protect and improve health through vision care.



ADVOCATE

Represent optometric physicians to advance visual health through government relations.

LOBBYING TEAM

Maintain a strong lobbying team to protect and advance the scope of practice as well as to identify and support vision care issues. Leverage the resources of the AOA to support lobbying.

POLITICAL ACTION COMMITTEE

Increase OD understanding and participation in the PAC for maximum influence.

LEGISLATIVE & REGULATORY IMPACT

Maintain working relations with the Governor, legislature, and Board of Optometrists.

COALITIONS

Identify organizations that are like-minded in their concerns for vision care issues to support legislative efforts.



ELEVATE

Provide educational resources and opportunities to promote excellence.

CONFERENCES

Provide opportunities to deliver in-person education and networking at unique conference venues that draw ODs, staff, and families. Continuously evaluate impact, ROI, evolution of practice needs, etc.

PARAOPTOMETRICS

Elevate paraoptometrics to increase value within practices through opportunities for education and participation in NJSOP.

LOCAL SOCIETIES

Rely on eight local societies to deliver continuing education and to facilitate opportunities for connecting and governmental relations at the grassroots level.

ON-LINE EDUCATION

Build a catalog of on-line courses accessible by members.



ENGAGE

Maintain a growing, engaged membership base by delivering value.

THIRD PARTY PAYMENTS

Work to make the third party payment process more efficient.

RELATIONSHIP BUILDING

Provide opportunities to build meaningful relationships among NJSOP members. Be inclusive of young optometrists, students, diversity, geographic areas, and society events, etc.

VALUE PROPOSITION

Maintain a portfolio of valuable, relevant benefits and services for members. Promote the ROI through increased awareness or a value calculator.

SUCCESS & QUALITY OF LIFE

Provide support for successful careers in all practice settings by offering financial planning, contract negotiations, succession planning, etc.



PROMOTE

Improve public and professional awareness of optometric physicians and vision care.

APP DEVELOPMENT

Transition to member engagement through an app that is as efficient as an Amazon-experience, providing 24/7 access to information.

INTERNET PRESENCES

Maximize public awareness and member involvement through website and social media platforms.

PUBLIC AWARENESS

Promote vision initiatives to improve public understanding of eye care and vision issues.

OPTOMETRIST AWARENESS

Increase OD awareness of NJSOP achievements, value, and strategic direction for the new decade.

