

MEDCHI, THE MARYLAND STATE MEDICAL SOCIETY  
HOUSE OF DELEGATES

BOT Report 3-19

INTRODUCED BY: Board of Trustees

SUBJECT: MedChi Strategic Planning Progress Report

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At its September 2018 meeting, MedChi's House of Delegates approved BOT Report 3-18, a report on MedChi's strategic planning process and recommendations. The report outlined the purpose and process of MedChi's 2018 strategic planning endeavor and made the following recommendations:

The Board of Trustees presents the MedChi 2018 Strategic Plan for approval by the House of Delegates. The full strategic planning background document was shared with the Board of Trustees and the House of Delegates electronically under separate cover.

1. Engage an outside consultant to review the MedChi-component relationship in order to maximize the potential of our unified structure.
2. Engage an outside consultant to analyze the MedChi building in order to determine its sustainability and potential.
3. Direct staff to implement the remainder of the strategic plan.

MedChi's Board of Trustees submits the following progress report on each of these recommendations:

1. After a thorough process of obtaining, analyzing, and negotiating consultant proposals, MedChi has engaged with an outside consultant, Vertical Leap Consulting, as of September 2019 to examine the MedChi-component relationship. The engagement outlines the following objectives:
  - Facilitate the identification of strengths and weaknesses in the MedChi component unified structure in order to enhance the value proposition for members. Assessing the value premise of MedChi vs. the value premise of its locally-focused components will involve understanding how members and other key stakeholders want to engage with the society (which may vary by practice focus, practice setting/ownership, career stage, etc.),
  - Facilitate a forward-looking analysis of the relationship between MedChi and its components, including financial agreements and dues splits resulting in optimizing member impact, member engagement and a sustainable

business model for each entity. This analysis will be both transactional and relationship focused.

MedChi's engagement with Vertical Leap Consulting is in its first phase and will continue into 2020.

2. MedChi has engaged with an outside consultant, Charles Dukes. The building analysis has been completed. A committee of MedChi member leaders has been convened to analyze the consultant's findings and recommendations and to make recommendations to the Board of Trustees.
3. MedChi staff has identified and recorded departmental goals, and efforts are ongoing to track goals and progress.

The Board of Trustees will continue to keep the House of Delegates apprised of major developments relating to the 2018-2019 Strategic Plan.

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BOT Report 3-19 was accepted as an informational report by the House of Delegates at its meeting on November 2, 2019.