

TMA 2020*

Vision **To improve the health of all Texans**

Mission **TMA stands up for Texas physicians by providing distinctive solutions to the challenges they encounter in the care of patients.**

Goal: Practice Strength: Protect, improve, and strengthen medical practices in Texas.

Strategies

- a. Ensure that Texas physicians receive timely and equitable payment for medical services provided.
- b. Provide cost-effective solutions to improve all aspects of practice management operations.
- c. Promote effective use of technology that supports practice efficiency, quality improvement activities, and management of population health.

Goal: Healthy Environment: Engage in legislative, regulatory, and legal advocacy to improve the environment in which Texas physicians care for their patients.

Strategies

- a. Implement public and private sector strategies that promote sustainable health care financing and delivery systems.
- b. Promote patient-centered, cost-efficient, physician-directed systems of care.
- c. Support a Texas-specific strategy to address growing demand for health care services.

Goal: Trusted Leader: Strengthen physicians' trusted leadership role.

Strategies

- a. Enhance the public image of TMA-member physicians.
- b. Promote awareness of public health initiatives that improve the health of Texans.
- c. Reinforce the physician's role as the leader of the health care team.
- d. Advance physician professionalism.

Goal: One Voice: Enhance the powerful, effective, and unified voice of Texas medicine

Strategies

- a. Increase membership and member involvement to ensure the ongoing financial health of the association.
- b. Promote the effective voice of Texas medicine.
- c. Demonstrate a unified voice by strengthening relationships and strategic alliances.

*Approved by TMA Board of Trustees, Dec. 5, 2014. To be presented to TMA House of Delegates, May 2015.