

2021 Strategic Plan

Mission: Transform critical care transport (CCT) to achieve the best interests and needs of critically ill or injured patients.

Vision: Achieve the highest quality, fully integrated critical care transport system that revolves around the needs of patients.

Values: ACCT embraces Quality, Accountability, Integration, Safety, Advocacy, Innovation, Responsiveness and Value.

Quality & Innovation

Patient Care/Safety

- Evaluate and share Best Practices related to Infectious Disease (COVID-19) among membership
- Develop an ACCT working group to share best practices for promoting individual and program resiliency

Standards/Measurements/Best Practices

- Expand metric development to include specialized metrics not in GAMUT (e.g. mechanical circulatory and infectious disease)
- Continue partnership with GAMUT to extract ACCT membership data for ongoing benchmarking
- Develop method by which lessons learned from Benchmarking will be published and shared

Financial Integrity

Stewardship

- Ensure value proposition for members
- Work toward value-based accountable service delivery/reimbursement model
- Assure financial stability of the organization
- Explore how to measure return on investment and value on investment in relation to quality/safety initiatives

Education

Leadership and Workforce Development

- Develop conference content to offer a variety of topics to extend offerings to a broader audience (all program leadership, QA, Clinical, Safety, etc.)
- Evaluate offering Continuing Education Credits for conference offerings

Event Management Optimization

- Evaluate current Education event strategy to determine if there is an opportunity to restructure the offerings to better optimize resources, grow attendance, and include a hybrid virtual platform

Advocacy

Advocacy

- Develop and support reimbursement policy/legislation that more accurately reflects costs and includes mandatory costs/quality reporting for critical care transport patients
- Develop and support policy/legislation that prevents surprise billing for critical care transport patients
- Proactively respond to legislation that affects critical care transport patients

Memberships & Partnerships

Providing Services of Value to Members and Potential Partners

- Develop opportunities for our Associate Members and Educational sponsors to engage with our membership
- Explore potential sponsorships outside of the Air Medical Industry
- Develop strategies around value added services to improve membership retention, growth, and potential partner recruitment
- Develop and implement a plan to increase ACCT's visibility in the industry through multiple outlets (i.e. conferences, social media, etc.)
- Market NinthBrain trade agreement that offers a membership discount for new members joining ACCT that are NinthBrain clients