

## ACP/ACPEF 2013-2018 STRATEGIC DIRECTIONS, INITIATIVES, & OBJECTIVES

Approved by the ACP Board of Directors, August 2012

Revised, October 2015

### Strategic Directions:

- To improve patient care and outcomes
- To further the specialty of prosthodontics, and
- To better serve ACP members.

### Strategic Initiatives:

- Increasing public awareness about the value of prosthodontics
- Developing a practice and evidence-based knowledge network to improve patient outcomes, and
- Engaging other dental professionals and prosthodontics organizations in ways that benefit patients.
- Developing programs and concepts that will establish the ACP as the leader in utilizing digital dentistry in the treatment of patients, and
- Developing resource materials that will support the CODA approved standards regarding the surgical placement of dental implants in order to provide consistent treatment of patients in prosthodontic programs
- Objectively assessing the effectiveness of the ACP Governance Structure

### ACP Future and Strategic Objectives:

In order to further the specialty of prosthodontics and serve its members, by 2018 the ACP will increase public awareness using the following objectives:

- **Create a targeted public relations and messaging program for prosthodontists to increase public awareness and improve patient care.**
  - **Objective:** Identify professional and patient target audiences. (Accomplished)
    - By July, 2015 this goal has been accomplished, but it is an ongoing process to expand the audiences and utilize other mechanisms of communication to reach these audiences, specifically social media.
  - **Objective:** Determine the messages for each audience. (Accomplished)
    - **Strategy:** Develop talking points (ongoing)  
The talking points have been developed and are available for all ACP members through the NPAW/PR Tool Kit. Additional talking points will be developed, as needed.
  - **Objective:** Identify partners and stakeholders for distributing messages

- *Strategy:* Develop tools and resources to facilitate the message for members, partners and stakeholders  
This strategy will be a focus for activities 2016-2018 with an emphasis on pairing with highly recognizable entities, and the role of Dental Service Organizations will also be considered.
- **Objective:** Identify and train ACP spokespersons (2013 and beyond)
  - This objective was addressed by the formation of the ACP Spokespersons Network introduced in 2013 and is ongoing with 45 members within the Network as of July 2015.

**In order to further the specialty of prosthodontics, serve its members and improve patient care and outcomes by 2018, ACP will develop programs and concepts that will establish its leadership in digital dentistry using the following objectives:**

- **Objective:** Identify the needs within the prosthodontic community to increase familiarity with digital dentistry.  
*Strategy:* Utilize the findings of the Advanced Digital Dentistry Task Force.
- **Objective:** Determine potential programs and curricula in digital dentistry for pre-doctoral, post-doctoral and continuing education audiences.  
*Strategy:* Follow the recommendations outlined in the Henry Schein Initiative.

**In order to further the specialty of prosthodontics and improve patient care and outcomes by 2018, the ACP will create specific approaches to engage other dental professionals in ways that benefit the patient.**

- **Objective:** The ACP's expertise in digital dentistry will facilitate collaboration with other dental specialties and dental organizations.  
*Strategy:* Establish the ACP's reputation as the leader in digital dentistry by actively seeking partnerships with other specialties and corporations, and identify the barriers to collaboration.
- **Objective:** Target general dentists as customers of ACP products and services, including continuing education.  
*Strategy:* Collaborate with the Academy of General Dentistry to include its members in ACP-supported endeavors.
- **Objective:** Provide opportunities for ACP members to approach other dental professionals in a supportive and collegial manner.  
*Strategy:* Develop a study group tool kit for prosthodontists to use in their local communities to inform and educate to benefit the patient (NPAW/PR Tool Kit accomplished and ongoing).

**To further the specialty of prosthodontics, improve patient care and outcomes and to better serve the ACP members, the ACP will support prosthodontic postdoctoral programs achieve the level of competency in the surgical placement of dental implants.**

- **Objective:** To facilitate the expansion of dental implant surgery within prosthodontic postgraduate programs which currently have had limited exposure.  
*Strategy:* Compile and/or develop resource materials to supplement existing curricula. The Henry Schein Initiative will aid in this development.

**To better serve the ACP Members, by 2018 the ACP will objectively assess the effectiveness of the current governance structure**

- **Objective:** The governance structure for the ACP changed from a parliamentary model utilizing a House of Delegates to representation based on geographical regions and grassroots participation in 2007. It is reasonable to assess the effectiveness of this governance model after its continuous use for ten years.  
*Strategy:* To engage an outside governance consultant to evaluate the effectiveness of the current structure and make recommendations for improvement.

**Identify and address common ends with other prosthodontic organizations (such as the Forum and others) to improve patient care**

- **Objective:** Identify key stakeholders in the prosthodontic community
- **Objective:** Create an effective mechanism to bring together stakeholders in the prosthodontic community  
*Strategy:* Transform the Forum to be the mechanism
- **Objective:** Identify the common ends (e.g., the patient)  
*Strategy:* Engage the community in conversation about common goals

**Develop a practice- and evidence-based knowledge network to improve patient outcomes**

- **Objective:** Identify the knowledge gaps and construct compelling questions to address them (Accomplished and ongoing)  
*Strategy:* Collaborate with the Cochrane Group
- **Objective:** Approach the practitioners  
*Strategy:* Recruit practitioners to collect data and create the database
- **Objective:** Analyze and publish data results  
*Strategy:* Develop position papers and white papers

**SUPPORT GOAL**

**Assure adequate financial, human and capital resources to accomplish ACP's strategic plan**

- **Objective:** Evaluate and reallocate existing resources (expenses)
- **Objective:** Create new revenue sources to support one or more preferred future goal

- **Objective:** Create discrete, targeted task forces to address specific issues that will appeal to private practitioners and younger professionals' interests and availability
- **Objective:** Create metrics of success that will demonstrate value and progress to members