

# ACC/ACCF Strategy Map

To advocate for quality cardiovascular care through education, research promotion, development and application of standards and guidelines and to influence health care policy.

To Transform Cardiovascular Care and Improve Heart Health

Turn CV Knowledge Into Practice to Improve Patient Care

Increase the Value of Membership

1. Help improve cv care and foster disease prevention

3. Communicate the latest advances

10. Strengthen members' ability to effectively lead, manage and improve their practices

12. Add value to the FACC designation

2. Improve patient engagement and outcomes

11. Deliver cost-effective products and services for all member segments

13. Obtain a high level of member involvement and satisfaction

4. Create and develop responsive, innovative, and relevant educational opportunities

7. Identify the latest advances

14. Run programs and services in an effective and efficient manner

17. Communicate effectively to ensure members recognize and appreciate the impact of the College's efforts

5. Disseminate tools and best practices (products, services, and programs) for ready use by providers, patients and policymakers

8. Promote and uphold the highest professional standards in patient care and physician conduct

15. Collaborate effectively with other health related organizations (US and Non-US) to achieve mutual goals

18. Use environmental and market information to drive member value

6. Develop clinical standards

9. Promote adequate workforce, training and support for cv patient care

16. Strengthen policy, political and payer advocacy to support and promote the role and importance of cv specialists

19a. Promote innovation and cv science leadership in all we do  
19b. Drive Health System Reform to deliver highest quality care

20. Promote good governance and maintain a member-driven organization

People and Culture

21. Develop a high performing, satisfied staff

22. Cultivate leadership among engaged members

23. Maximize sales revenues from current activities

Financial

24. Manage net assets

25. Manage expenses versus budget

26. Ensure a healthy mix of funding sources

**Our Mission**  
**Our Enduring Purpose**

To ensure that we attain

Member Service Excellence

Members and Stakeholders

that drive our

the Strategic Actions

Internal Processes

enable us to execute

With Our People

Our Resources