

**AAIM Business of Medicine (BOM) Task Force
FY2022 Recommendations**

Strategic Goal One: Design a new AAIM Executive Leadership and Professional Development Program

Strategic Initiative Two: Create the AAIM Business of Medicine Education Portfolio

BOM Task Force Recommendation #1:

Develop AAIM curricular content tracks for physicians and administrators in established domains to be delivered in blended formats (directed and independent; synchronous and asynchronous learning formats).

Objectives:

1. Develop a business model that will meet the dual goals of member engagement and establishing opportunities for new revenue streams.
2. Create curriculum specifically focused on professional development for URiM faculty and administrative leaders.
3. Design a program that includes content for both academic medical center and community teaching hospital-based members, with an emphasis on diversity of institution type, regional position, size, etc. Examples include content useful to members working in institutions with state support as well as those with private funding.
4. Establish mechanisms to coordinate BOM content development with complimentary offerings developed by standing program planning committees.
5. Create tiered offerings designed for members' highly variable skill and knowledge levels that is focused on professional development in core areas of business applicable to management and leadership in academic departments of medicine.

BOM Task Force Recommendation #2:

Create a system to ensure internally produced educational content is catalogued, curated and archived so it is readily available to members, program planning committees and other content developers. Use this content as foundational support for executive leadership training and education.

Objectives:

1. Create easily retrievable educational content which will enhance and reinforce the value of all programs, and offer opportunities to build new asynchronous education.
2. Develop a course intended for new and emerging leaders not yet filling roles at the most senior level of department or institutional management using the curated materials.
3. Develop a cohort approach for participants in leadership programs anchored to Academic Internal Medicine Week as start and end point.
4. Build cohorts that include participants from all AAIM member groups.
5. Establish a pool of AIM/AAIM members to serve as content experts and program faculty.
6. Identify opportunities to collaborate with external stakeholders to deliver executive level content through joint ventures and education exchange programs

BOM Task Force Recommendation #3

The BOM Task Force recommends the following financial and infrastructure needs be developed further to ensure the new BOM education program content is designed for sustainability and future financial success.

Budget and Infrastructure Objectives:

1. Identify a key staff member and/or vendor to complete a comprehensive content review of internally produced content.
2. Engage vendor(s) to provide technology services to deliver and support virtual education products (webinars, podcasts, etc.).
3. Identify and engage members to serve as contributors, content/subject matter experts and faculty.
4. Determine the need for a new planning committee focused on leadership and professional development. Consider an alternative option of creating a subcommittee under the existing AAIM Education Program Planning Committee.
5. Engage AAIM staff and education consultant to develop a proposed FY2023 BOM program offerings and schedule.
6. Ensure contracted education consultant includes pricing models for the new BOM program as an integrated section in existing programs, as well as recommendations for stand-alone offerings.
7. Create a range of delivery mechanisms that meet a range of needs, provide flexible access and ensure sustainable pricing models can be developed. Examples include:
 - Podcasts, Webinars
 - "Just in Time" learning tips, micro learning options, social media, existing/new toolkits
 - Alliance publications (e.g., guides, Insight archives)
 - Workshop materials: slide decks and recorded presentations
 - Pre-course content and/or pre-courses as a launch pad for year round offerings.

Program Planning/Member Engagement Objectives:

1. Develop pathways to leverage valuable educational content from other areas of AAIM, including innovation grants, research and surveys to be integrated into the BOM portfolio.
2. Create internal marketing and communication plan to educate Councils and members on the value of BOM core topic materials to their respective constituencies.
3. Routinely engage constituent PPCs and/or Councils' charges to include specific responsibilities that could involve core content development and plan for review and presentation rotations.
4. Maintain materials and resources on a centralized platform, indexed and with uniform tagging based on topic area, possibly experience level.
5. Develop a predictable cadence for presentations and offerings to ensure continued member engagement and further promote opportunities to build communities within the Alliance based on common interests and goals.