



Strategic Plan

July 1, 2023 – June 30, 2025

Vision

Children are our most enduring and vulnerable legacy. For nations as well as for individual families, they represent the link between past and future, between experience and promise. The nurturing of future generations is a basic, and most important, human activity.

The Kansas Chapter of the American Academy of Pediatrics is dedicated to the principle of a meaningful and healthy life for every child. As an organization of physicians who care for infants, children, adolescents, and young adults, the Kansas Chapter seeks to promote this goal by encouraging and assisting its members in their efforts to meet the overall health needs of children and youth; by providing support and counsel to others concerned with the well-being of children, their growth and development; and by serving as an advocate for children and their families within the community at large.

Mission

The Kansas Chapter of the American Academy of Pediatrics believes in the attainment by all infants, children, adolescents, and young adults of their full potential for physical, mental, emotional, and social health. Together, with those who share this purpose and by supporting our members, the Kansas Chapter pledges its efforts and expertise to a fundamental goal - that all children and youth have the opportunity to grow up safe and strong, with faith in the future and in themselves.

Goals

1. Advance the health of children through:
 - a. Increase access to care
 - b. Increase payment for pediatric services
 - c. Decrease systemic barriers to care
2. Advance the personal and professional well-being of members through:
 - a. Mentorship and sponsorship support
 - b. Demonstrated and elevated value of KAAP
 - c. Wellness and mental health support
3. Advance the chapter to optimize fulfillment of the mission through:
 - a. Supported and engaged staff
 - b. Ensured chapter financial health
 - c. Strengthened operational foundation

Goal 1: Advance the health of children (child health/advocacy)

Objective <i>What are we trying to do?</i>	Action steps <i>How do we get there?</i>	Measures of Success & Target Completion Date <i>What will we accomplish? By when?</i>	Resources <i>What do we need?</i>	Lead/Team <i>Who will do this?</i>
1. Increase access to care.	a) Advocate for increased payment by Medicaid for childhood vaccinations, acute or sick care visits, and well childcare.	<p>By 6/1/24, report the impact of the 2022 \$2.9 million increase for Medicaid payments for pediatric well childcare codes.</p> <p>By 7/1/24, advocate for a 10% increase in Medicaid rates for vaccinations (administration/counseling), sick care visits, and well childcare provided for children.</p> <p>By 7/1/24, advocate for one process or policy change to decrease structural barriers to continuous coverage for children and youth served by the state Medicaid or CHIP program.</p> <p>By 6/30/25, routinely examine and target Kansas childhood immunization rates, and target KAAP</p>	<p>Partnership with Medicaid and MCOs</p> <p>Medicaid finance and utilization data</p> <p>Legislative champion(s)</p> <p>Member champions</p> <p>State and county immunization data</p> <p>Funding for immunization interventions</p>	<p>Executive Director, Lobbyist, Legislative Committee Chair</p> <p>Immunization Project Lead</p>
	b) Investigate options for REACH Institute training or supporting member participation in the KS KidsMap network and training.	<p>By 10/1/24, create a plan and identify a funding source to implement REACH Institute training and/or promote member engagement in the KS KidsMap program.</p>	<p>Funding for REACH Institute training</p> <p>Partnership with KDHE, KidsMap program</p>	<p>Associate Director</p>
	c) Working with the Gender Pathways Clinic , provide online gender affirming care training and resources.	<p>By 6/30/25, increase confidence and competency among training participants in providing gender affirming care.</p>	<p>Funding for training and access to resources</p>	<p>Associate Director</p>
	d) Coordinate and support the CARE provider portion of the CARE program.	<p>By 10/1/23, support a network of 30 CARE providers.</p> <p>By 10/1/23, implement one CARE provider training per year.</p>	<p>CARE Funding</p> <p>Partnership with KDHE, DCF, Children’s Mercy, and KU Med - Wichita</p>	<p>Associate Director</p>

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2. Increase payment for pediatric services.	a) Advocate for payment parity of Medicaid to Medicare.	By 1/31/24, annually advocate for Medicaid-Medicare payment parity for vaccinations, well childcare, and acute or sick care provided to children.	Partnership with Medicaid Director Legislative champion(s)	Legislative Committee Chair, Executive Director, Lobbyist
	b) Improve the timeliness and turnaround of the MCO claims denial process.	By 6/30/25, determine baseline data for timeliness and turnaround time of the denial process for KanCare 3.0 – total and by MCO.	Partnership with Medicaid Director MCOs	Pediatric Council Chair, Executive Director, Lobbyist
3. Decrease systemic barriers to care.	a) Advocate with the Kansas Board of Education for expanded autism diagnostic scope and recognition.	By 6/30/25, determine barriers and propose potential policy solutions modeled after states who have successfully done this.	Partnership with the Autism Society – the Heartland	Executive Director, Lobbyist
	b) Partner with Kansas Action for Children (KAC) to advocate for reinstating the child tax credit.	By 1/15/24 and ongoing, serve as an advocacy partner to support KAC efforts to reinstate the child tax credit.	KAC-led advocacy effort	Executive Director, Lobbyist
	c) Partner with KAC to assist them in working to improve access to quality daycare.	By 1/15/24 and ongoing, serve as an advocacy partner to support KAC efforts to improve access to quality daycare.	KAC-led advocacy efforts	Executive Director, Lobbyist
	d) Support and sustain immunization/vaccination state regulations and statutes that rely on science health care professional decision-making.	By 1/15/24 and thereafter, advocate for science-based and medically sound immunization and vaccination state policy and against policy that would negatively impact the immunization status of Kansas children.	Member champions Legislative champions	Legislative Committee Chair, Executive Director, Lobbyist

Goal 2: Advance the professional and personal well-being of members (member value)

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1. Increase mentorship, sponsorship, and other KAAP support for members.	a) Provide interactive platform to connect members, including new physicians with retiring physicians.	By 6/30/24, conduct a member satisfaction survey to determine baseline data for satisfaction with KAAP serving as a connector between members and with members.	Virtual communication platform Website with expanded features	Membership Committee, Executive Director
	b) Create and post a <i>Frequently Asked Questions</i> (FAQ)	By 6/30/25, improve member satisfaction with KAAP serving as a connector as demonstrated in a five-percentage point increase from baseline to the 2025 survey.	Funding Website contractor	
	c) Add a QR code for quick and easy access by members to grants and other resources posted on	By 9/30/24, rebuild KAAP website to include a secure member portal.		
	d) Improve usability of the website by adding a secure member portal.			
2.2 Demonstrate and elevate the value of KAAP.	a) Conduct outreach to KAAP members to gather feedback, ideas, and insights.	By 4/30/24, conduct face-to-face meetings between the Executive Director and Board Members, Committee Chairs and other AAP/KAAP Leaders. By 6/30/25, complete member-led strategic	Travel funds Funding for strategic planner and strategic planning	Executive Director, Executive Committee, KAAP Team
	b) Determine member preferred method and frequency to receive KAAP communication.	By 9/1/24, create a communication plan, based on member input, that outlines KAAP communication tools and the frequency they will be used.	Funding Marketing consultant	
	c) Increase public awareness about pediatricians as experts in infant, child, and	By 6/30/24, conduct the AAP " We are Pediatricians " campaign and tailor ads and stories to feature member pediatricians	AAP "We are Pediatricians" campaign Marketing consultant	Executive Director

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	d) Advocate for KAAP member engagement in policy maker-focused committees, task forces, and councils.	By 6/30/24, release or present on a scheduled basis a press release, op-ed, or legislative testimony. By 6/30/25, two KAAP members will newly participate in a statewide policy-focused		Legislative Committee, Executive Committee, Executive Director, Lobbyist
	e) Establish a KAAP Return on Investment (ROI) tracking system to calculate ROI for member dues and assess other benefits.	By 1/1/25, operationalize a ROI tracking tool to annually share member dues' ROI and other benefits. By 6/30/25, share individual and aggregate ROI data to members and use data in reports and grant	Funding Automated data collection and tracking system Member participation data	TBD
	f) Share legislative and other policy successes with members.	By 6/30/24, publish articles and share data/information with members that document the estimated impact of legislative and other policy successes.	Data Marketing consultant	Legislative Committee, Executive Director, Lobbyist
2.3 Provide wellness and mental health support to members.	a) Support and advocate for fair payment from	See Objective 1, Action Step 2 (1.2.a)		
	b) Acknowledge and thank pediatricians.	By 4/1/24, begin to announce on a scheduled basis members serving in leadership positions, their accomplishments, and other positive news in print or social media. By 10/8/24 create member awards for exemplary performance or outstanding accomplishments to be presented at the Progress in Pediatrics	Marketing consultant	Membership Engagement Committee, Executive Director

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	c) Provide incentives for pediatricians who are new to Kansas to participate in KAAP activities and receive membership benefits.	<p>By 1/1/24, Executive Director will welcome each new member and share information about KAAP within 30 days of their membership.</p> <p>By 4/1/24 and thereafter, provide three scholarships for new members to attend a Progress in Pediatrics (PIP) meeting.</p> <p>By 6/30/24, initiate process to welcome and recognize trainees participating in PIP and connect them to an early career representative.</p> <p>By 7/1/24, recruit two new members to serve on a KAAP committee.</p>	Scholarship funding Members serving as early career representatives	Executive Director, Associate Director, CME Planning Committee Executive Committee and Committee Chairs

Goal 3: Advance the chapter to optimize fulfillment of the mission (chapter operations)

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1. Recruit, develop, retain, and support staff.	a) Hire Executive Director.	By 8/1/23 hire a new Executive Director.	Salary and benefits package Search committee	Executive Committee
	b) Determine roles and responsibilities of staff members.	By 12/31/23, 100% of staff positions will have updated position descriptions. By 12/31/23, the KAAP organizational chart will be updated.	Staffing plan HR Consultant	Executive Director, KAAP Team
2. Itemize budget operations while ensuring financial health of chapter.	a) Identify current grant sources and budget breakdown for each.	By 10/31/23, increase transparency in grant funding and expenses through: <ul style="list-style-type: none"> Monthly meetings with project lead, Executive Director, and Accountant to review grant expenses. Grant report provided to Board of Directors at each Board meeting. 		Executive Director, KAAP Project Leads, Accountant Executive Committee, Finance Committee,
	b) Determine cost of staff time and other resources for grant budgets.	By 1/31/24, utilize a standardized process to allocate fixed personnel and other expenses to new grant proposals.		Executive Director, Accountant, Project Leads
	c) Develop methodology for grant opportunities that fit with chapter mission, vision, and strategic plan.	By 1/31/24, begin to use a board-approved set of criteria to determine potential grant-funded projects.		Executive Director, Executive Committee
3. Development and maintenance of policies, procedures, and bylaws.	a) Create an organizational structure map and annual calendar of events, including board and committee meetings, and	By 7/1/24, publish the organizational structure map and annual calendar on the board of directors' portal (see 3.3.b)	Board of Directors' secure portal Marketing consultant	Executive Director, Associate Director
	b) Provide secure access to chapter policies for Board members.	By 7/1/24, create a secure board of directors' portal. By 10/31/24, add all board-approved policies to	Funding Website contractor	Executive Director, Executive Committee

	c) Develop year in review to communicate chapter goals and outcomes with Board, members, and	By 10/15/24, release a FY23-24 annual report that features progress toward implementation of this strategic plan and highlights other achievements.	Marketing consultant	Executive Director, KAAP Team
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