

**MISSION** To ensure the success of physician-owned emergency medicine practice groups by delivering modern business solutions that take advantage of new technologies, shared best practices, and collective size.



## COLLECTIVE PURCHASING

Leveraging buying power to provide products and services that support practice success.

- ▶ **Buying Power** – Identify the economic impact and buying power of the collective practices.
- ▶ **Performance** – Set expectations, monitor and require compliance with expected annual performance reviews of EMBC endorsed partners. Adapt appropriate protocols and applications for vetting and board consideration of new endorsed partners.
- ▶ **Benefits and Services** – Expand the menu of benefits and services available to EMBC members. Identify the common needs of practices. Position EMBC as the practice management resource of choice.
- ▶ **Value** – Promote the economic return on investment and value of EMBC to members.



## SHARED PRACTICES

Platforms and networking to facilitate the sharing of best practices and knowledge.

- ▶ **Meetings** – Plan monthly and specialty seminars to connect members. Customize education by identifying member needs and interests, monitoring trends and evolving needs.
- ▶ **Vault** – Create a members-only platform to store, search and retrieve documents, data and forms that support practice success.
- ▶ **Expert Connections** – Connect members with subject matter experts and mentors. Facilitate opportunities to connect professionals such as HR, CFO, COO, Quality Control with their peers.
- ▶ **Education** – Create specialized modules of education to support practice personnel and their success. Explore development of an annual Academy Conference, in connection with an allied association, to deliver curriculum and unite EMBC Members.
- ▶ **Business Intelligence Reports** – Development of resources unique to EMBC, for example: Successful Responses and Templates to RFPs, Compensation Studies, Best Practices in Practice Governance.



## REPRESENTATION

Providing a voice for independent, democratic practice groups.

- ▶ **Relationships** – Build relations with national and state organizations having mutual interests. Exchange information and services to benefit EMBC members.
- ▶ **Representation** – Represent the distinctive member interests to allied and interested organizations.
- ▶ **Marketing Plan** – Develop a calendar of marketing events, news, and platforms for year-round exposure to internal (members, prospects) and external (allies) audiences.
- ▶ **Brand Strength** – Strengthen the brand of EMBC to position it as the first choice for solutions and support among independent, democratic practices. Develop policy on logo usage by members, affiliates and endorsed providers.



## STRUCTURE

Maintaining a team, resources, and organizational structure to advance the mission.

- ▶ **Membership Growth** – Set metrics for continuous membership growth and retention. Create a “Contingency Membership” for new or transitioning practices. Create supplier/business associate membership category.
- ▶ **Governance** – Update governing documents and legal structure. Consider benefit of establishing a for-profit subsidiary of EMBC to manage endorsed programs, benefits and services.
- ▶ **Revenue** – Build sustainable streams of income, with potential expansion including: 1) royalties from endorsed partners, 2) sponsorships, 3) membership categories, 4) business intelligence reports and 5) Academy conference. Protect EMBC assets, including intellectual property.