



Columbus Medical Association & Affiliates  
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### Vision

Access to the best care and outcomes through collaboration, education, and prevention.



### Mission

COTS is a group of physicians, healthcare professionals, and other experts working together to improve the health and safety of our communities.



### Values

- ❖ **Optimistic:** We have a positive and uplifting attitude and are open to new challenges. Good people, doing good things – we aim to be principled in all aspects of our work.
- ❖ **Trustworthy:** We have caring and personal attitudes toward building our partner relations.
- ❖ **Practiced:** We are knowledgeable, experienced, and able to carry out our assigned work/projects.
- ❖ **Collaborative:** We support the diverse nature of our region, and we are unbiased and collegial with our partners.
- ❖ **Engaged:** We are proactive and responsive to our customer's needs

## STRATEGIC GOALS

Programming & Education	Brand Awareness & Positioning	Member & Community Engagement	Fiscal Stewardship & Sustainability	Organizational Excellence
Provide programming, education, and collaborative forums to providers, healthcare professionals, and other experts in the areas of trauma, emergency services, and emergency preparedness and response to improve health outcomes.	Revamp and reposition the COTS brand to increase awareness and demonstrate our value proposition in the communities we serve	Strengthen and broaden member and community engagement by bolstering communication and outreach activities throughout our geographic service area	Diversify and increase funding to ensure financial sustainability.	Achieve organizational excellence through commitment to the highest standards for administrative practices and internal operations.

## SUPPORTING OBJECTIVES

- Provide information, education, and collaborative forums for trauma physicians and other professionals to work together to provide optimal care to trauma patients in COTS' service area.
- Enhance COTS' role as a critical link between first responders and hospitals/health systems to improve outcomes in our expanded geographic service area.
- Facilitate regional efforts to support and strengthen healthcare and related entities to prepare for, respond to, and recover from emergencies.
- Expand role as a centralized source for trauma, emergency, and emergency preparedness and response education.
- Complete rebranding effort and name change to best reflect the organization's growth and geographic representation.
- Elevate visibility of the COTS brand among key stakeholders
- Continue and increase member engagement by boosting communication and networking opportunities
- Further cultivate and strengthen innovative strategic partnerships and other relationships to advance COTS' mission
- Continue to foster membership dues and additional lines of earned revenue
- Pursue grants, maintain CMAF support, and capitalize on other contributed revenue opportunities available to COTS
- Demonstrate sound stewardship by maximizing operational efficiencies and adhering to fiscal best practices.
- Upgrade and increase efficient use of data and technology in operations.
- Promote inclusion, diversity, equity, and access in all programming and operations
- Recruit, develop, and retain quality staff and external partners while offering a positive workplace culture.
- Recruit, develop, and maintain a qualified, engaged, board of directors that represents all members and geographic communities that COTS serves.
- Collaborate and leverage alignment with CMA and affiliate organizations to advance the collective mission impact of all organizations.