

The American Society of Addiction Medicine Strategic Plan 2006-2010

ASAM's Mission

The American Society of Addiction Medicine's mission is to increase access to and improve the quality of addiction treatment; to educate physicians (including medical and osteopathic students), other health care providers and the public; to support research and prevention; to promote the appropriate role of the physician in the care of patients with addiction; and to establish addiction medicine as a primary specialty recognized by professional organizations, governments, physicians, purchasers and consumers of health care services, and the general public.

ASAM's Core Purpose

To improve the care and treatment of people with the disease of addiction and advance the practice of Addiction Medicine.

ASAM's Core Values

- Leadership:** Evidenced in optimism about change, promoting the mission, acceptance of the achievable, and perseverance in pursuit of the desired future.
- Integrity:** Evidenced in dedication to the service and spirit of optimal medical care of the disease of addiction and its complications.
- Respect:** Evidenced in empathy for the human condition and uncompromised commitment to those affected by addictive illness.
- Openness:** Evidenced in inclusion of a diversity of medical specialists among our members and a diversity of treatments to assist our patients.
- Advocacy:** Evidenced in boldly speaking up on behalf of persons with the disease of addiction, including impaired health care professionals.
- Connectedness:** Evidenced in collegiality among members whenever we meet, and in synergistic collaborations with other organizations to achieve our goals.

ASAM's Envisioned Future

To be the medical association recognized by all parties as the primary organization assuring that optimal treatment is available to and provided for all patients with the disease of addiction.

ASAM's Goals

For Patients/For the General Public

- Addiction is recognized by the public, physicians, health insurers, health care organizations, and policy makers as a disease.

For the Professional Community

- There is full parity for Addiction Medicine services as a covered benefit, with reimbursement for such services under public and private health insurance plans.
- Addiction medicine is an integral part of mainstream medicine.
- Physicians are recognized as having an essential role in the evaluation and management of patients with addiction.
- Addiction Medicine is a recognized ABMS medical specialty.
- Addiction Medicine is recognized by physicians, health insurers, health care organizations, and policymakers as a medical specialty with a multidisciplinary body of knowledge.
- Addiction Medicine is included in medical school curricula.
- ASAM offers practicing physicians appropriate training, education and certification in Addiction Medicine through multiple modalities.

For ASAM Itself

- ASAM has a comprehensive communication strategy for the effective dissemination of information about developments in Addiction Medicine to physicians, health insurers, health care organizations, and policymakers.
- ASAM has an organizational and governance structure that delivers value to members and supports the Society's Mission and the achievement of its strategic plan and goals.
- ASAM's financial resources and operating budget are appropriate to achieving and sustaining the Society's Mission and goals.
- ASAM has strong, viable chapters in every state.
- ASAM is recognized by physicians, health insurers, health care organizations, and policymakers as an authoritative source of credible, scientifically validated, up-to-date information about addictive disorders and their diagnosis and management.

ASAM's Strategic Goals For the 3 to 5 Year Planning Horizon

GOAL 1: DEFINITION AND RECOGNITION OF ADDICTION MEDICINE

ASAM will define the basic and clinical science of Addiction Medicine as well as the scope of its practice. Addiction Medicine will be a recognized medical specialty.

GOAL 2: TREATMENT

There will be increased access to effective addiction treatment.

GOAL 3: MEDICAL EDUCATION

Addiction Medicine specialists and other physicians and physician trainees will be educated about the identification, diagnosis, treatment, and prevention of addictive disorders.

GOAL 4: POLICY AND COMMUNICATION

ASAM and its members will promote greater awareness and wider understanding of the prevention, recognition and treatment of, and research on addiction and its complications, as well greater awareness and wider understanding of the role of Addiction Medicine.

GOAL 5: MEMBERSHIP

ASAM will be a strong, unified national medical specialty society that can easily mobilize its members in the pursuit of its Mission and goals, both nationally and locally.

GOAL 6: MANAGEMENT AND FINANCE

ASAM will maintain strong and effective governance and fiscal management.

Strategic Priority: Develop the capacity to assertively advocate for the interests of our patients, members and the field of addiction medicine.

Strategic Challenge: Focus the energy of ASAM as an organization to partner with state and national legislators to advocate for effective public relations campaigns, policy and social change.

GOAL 1: DEFINITION AND RECOGNITION OF ADDICTION MEDICINE

ASAM will define the basic and clinical science of Addiction Medicine as well as the scope of its practice. Addiction Medicine will be a recognized medical specialty.

1.1. RECOGNITION OF ADDICTION AS A MEDICAL DISORDER

Addictive disorders are recognized by physicians, health insurers, health care organizations, and policymakers as biopsychosocial medical disorders.

STRATEGY: Partner with government agencies and private sector organizations to sponsor programs and create educational materials that help physicians, other health professionals, and policymakers understand addictive disorders, Addiction Medicine, and the medical and societal aspects of substance use, misuse, and addiction.

1.2. RECOGNITION OF ADDICTION MEDICINE AS A MEDICAL SPECIALTY

Addiction Medicine is recognized by physicians, health insurers, health care organizations, and policymakers as a medical specialty with a multidisciplinary body of knowledge.

STRATEGY: Pursue ABMS designation as a recognized specialty.

1.3. RECOGNITION OF ASAM AS A MEDICAL SPECIALTY SOCIETY

ASAM is recognized by physicians, health insurers, health care organizations, and policymakers as an authoritative source of credible, scientifically validated, up-to-date information about addictive disorders and their diagnosis and treatment.

STRATEGY: Keep members current through ASAM sources such as *ASAM News*, *The Journal of Addiction Medicine*, *Principles of Addiction Medicine*, *The ASAM Patient Placement Criteria*, and clinical practice guidelines.

GOAL 2: TREATMENT

There will be increased access to effective addiction treatment.

2.1 ADDICTION MEDICINE SERVICES ARE DELIVERED BY ADDICTION MEDICINE SPECIALISTS OR OTHER APPROPRIATELY TRAINED PROFESSIONALS.

Services for the evaluation and management of addictive disorders are delivered by Addiction Medicine specialists or, as appropriate, by general medical or mental healthcare providers in consultation with Addiction Medicine specialists.

2.2 PARITY IN INSURANCE COVERAGE FOR ADDICTION TREATMENT

There is full parity for Addiction Medicine services as a covered benefit with

reimbursement for such services under public and private health insurance plans.

STRATEGY: Advocate for all patients to have access to the full range of needed treatment services, guided by the *ASAM Patient Placement Criteria*.

STRATEGY: Advocate for Addiction Medicine specialists to be compensated fairly for services provided.

STRATEGY: Support efforts to ensure that third-party payers provide coverage for clinical preventive, assessment and treatment services, as well as funding for treatment outcome studies.

STRATEGY: Assist ASAM Chapters in the pursuit of benefit parity in each state, district and U.S. territory.

STRATEGY: Collaborate with the National Coalition for Substance Abuse Parity and other addiction organizations to achieve full parity for the treatment of addictive disorders.

STRATEGY: Develop and implement strategies to enlist the partnership of business and commercial entities in the achievement of full parity for the treatment of addictive disorders in employer-based health insurance benefits.

GOAL 3: MEDICAL EDUCATION

Addiction Medicine specialists and other physicians and physician trainees will be educated about the identification, diagnosis, treatment, and prevention of addictive disorders.

3.1 EDUCATION OF RESIDENTS

All residency training programs include appropriate content on addictive disorders in their essential requirements.

STRATEGY: Develop standards for appropriate content on addictive disorders for use in residency training programs; compile and disseminate information on the Addiction Medicine content of residency training programs.

STRATEGY: Collaborate with relevant institutions and organizations such as ACGME, RRCs, AMERSA, AOA, AAAP, ACOG, etc. to promote adoption of ASAM's Core Content of Addiction Medicine in all residency training programs.

STRATEGY: Designate a liaison to residency programs using the PCSS liaison model.

3.2 EDUCATION OF FELLOWS

ASAM-approved Fellowships in Addiction Medicine, Leading to certification, are available to all physicians who are interested and qualified.

STRATEGY: Review guidelines for Fellowships; ascertain the organizations currently using ASAM's guidelines; compile information on Fellowship training to determine the number, content and accreditation status of available Addiction Medicine Fellowships; and collaborate with training institutions, organizations and funding sources to promote the adoption of ASAM's "Guidelines for Fellowship Training Programs in Addiction Medicine"

3.3 EDUCATION OF PRACTICING PHYSICIANS

ASAM offers practicing physicians appropriate training, education and certification in Addiction Medicine through multiple modalities.

STRATEGY: Offer continuing medical education (CME) programs to Addiction Medicine specialists and other interested physicians through multiple modalities; i.e., newsletter, journal, web-site, conferences, telephone symposia, and web-based CME programs).

GOAL 4: POLICY AND COMMUNICATION

ASAM and its members will promote greater awareness and wider understanding of the prevention, recognition and treatment of, and research on addiction and its complications as well as greater awareness and wider understanding of the role of Addiction Medicine.

4.1 EXPANSION OF ASAM'S ADVOCACY ROLE

ASAM is an active participant in organized medicine.

STRATEGY: Enhance ASAM's visibility as a medical specialty society.

STRATEGY: Identify members who are willing to develop CME programs on addictive disorders and related topics for the scientific meetings of the state and national medical associations and specialty societies in which they are active.

4.2 DEVELOPMENT OF ASAM POLICY STATEMENTS

ASAM continuously updates its policies to address emerging issues in addiction prevention, intervention, treatment, and research.

STRATEGY: Monitor relevant legislative initiatives and policies developed by other medical organizations.

4.3 STRATEGIC USE OF ASAM'S PUBLIC POLICY STATEMENTS

ASAM members promote the adoption of sound policies related to addictive disorders and their treatment.

STRATEGY: Enhance members' awareness and knowledge of policy issues related to Addiction Medicine.

STRATEGY: Expand members' awareness of the interrelatedness of Addiction Medicine, public policy, and public health.

STRATEGY: Identify members at the chapter level who are willing to serve as liaisons with state and federal agencies.

STRATEGY: Design and execute a comprehensive strategy for legislative advocacy; i.e., legislator key contact list, hosting legislative receptions, inviting key legislative staff to attend conferences, and sponsoring ASAM's Addiction Medicine Day.

STRATEGY: Provide training, mentoring, and technical assistance for ASAM members who are involved in legislative advocacy and governmental activities.

STRATEGY: Collaborate with organizations that represent the addiction and recovery constituencies to mobilize efforts in support of common goals.

GOAL 5: MEMBERSHIP

ASAM will be a strong, unified national medical specialty society that can easily mobilize its members in the pursuit of its Mission and goals, both nationally and locally.

5.1 ENGAGEMENT OF MEMBERS IN ASAM'S ACTIVITIES

ASAM's members are fully engaged in organizational activities at the national and local levels.

STRATEGY: Facilitate networking among state chapters; provide linkages to the national organization.

5.2 WELCOMING AND MENTORING OF NEW MEMBERS

ASAM welcomes and mentors new members both nationally and locally.

STRATEGY: Encourage new and younger members to become active in ASAM committees and involved in state chapters.

5.3 DEVELOPMENT OF LEADERSHIP SKILLS, KNOWLEDGE AND EXPERIENCE

ASAM helps members develop leadership skills and gain knowledge and experience.

STRATEGY: Provide opportunities for members to become actively involved in committee and group work.

STRATEGY: Task ASAM leaders with the responsibility for identifying future leaders.

GOAL 6: MANAGEMENT AND FINANCE

ASAM will maintain a strong governance and management capability.

6.1 ONGOING MONITORING OF THE STRATEGIC PLAN

ASAM's financial resources and operating budget are appropriate to achieving and sustaining the Society's Mission and goals.

STRATEGY: Maintain a stable fiscal planning process and a positive financial balance sheet every year.

STRATEGY: Ensure that revenue and expense allocations reflect the strategic plan priorities.

STRATEGY: Broaden the base of funding by increasing non-dues revenue.

ASAM Strategic Plan as approved by the ASAM Board of Directors on July 26, 2006