



STRATEGIC PLAN

2026–2027

Focused Growth. Clear Value. Sustainable Future.

American College of Osteopathic Emergency Physicians
Approved by the ACOEP Board of Directors, August 2026

EXECUTIVE SUMMARY

The American College of Osteopathic Emergency Physicians (ACOEP) is entering a period of real opportunity. A changing emergency medicine landscape and evolving member expectations call for a more focused, data-driven, and sustainable approach to growth.

This plan sets ACOEP's priorities for 2026–2027: strengthening the pathway from student to attending, expanding high-value education, improving the member experience, and ensuring the College's long-term financial strength.

THIS PLAN FOCUSES ON

- A sustainable membership pipeline, from student to attending
- Expanded, flexible CME and year-round education
- A modern, simpler member experience
- A clear identity as the professional home for community emergency physicians
- Long-term financial stability through diversified support

Success will be measured through clear goals, regular progress reviews, and close alignment between Board leadership and day-to-day work.

MISSION, VISION, AND VALUES

MISSION

To support and advance osteopathic emergency physicians by providing high-quality education, professional development, and a strong community of peers.

VISION (2027)

ACOEP will be the leading professional home for community-focused emergency physicians, delivering high-value education, strong career support, and a sustainable membership pipeline.

CORE VALUES

- Member-first focus
- Practical, high-quality education
- Community and connection
- Leadership development and access
- Innovation and continuous improvement

WHERE WE STAND

WHAT WE'RE BUILDING ON

- Strong demand for practical, community-based emergency medicine education
- A growing community of osteopathic students and early-career physicians
- Expanding opportunities for digital CME
- Strategic partnerships that extend ACOEP's reach

WHERE WE'RE FOCUSING

- Supporting members through the transition from residency to practice
- Delivering value year-round, not only at in-person events
- Staying better connected with members at every career stage

OUR EIGHT STRATEGIC PRIORITIES

1	Build a Sustainable Membership Pipeline
2	Modernize the Member Experience
3	Expand Education and CME
4	Deliver High-Value Conferences
5	Grow Through Partnerships
6	Strengthen Financial Sustainability
7	Define Our Market Position and Brand
8	Expand Leadership Presence and Influence

STRATEGIC PRIORITIES AND INITIATIVES

1. Build a Sustainable Membership Pipeline

Objective: Grow ACOEP's community and support members at every stage of their careers.

KEY INITIATIVES

- A national Residency Outreach Program, supported by local ambassadors
- An Early-Career Physician Strategy focused on the first five years in practice
- A smoother residency-to-practice transition, with onboarding support for new graduates
- Stronger support for Emergency Medicine Interest Groups (EMIGs)
- QR-code sign-up so attendees can join ACOEP on the spot at any ACOEP event

2027 GOALS

- **Grow membership to 3,200+**
- **Increase resident-to-attending membership continuation by 20%**

2. Modernize the Member Experience

Objective: Make it easier to join, engage with, and get value from ACOEP.

KEY INITIATIVES

- Support members across their journey, from student to resident to attending
- Simplify onboarding and everyday member processes
- Keep member information current so members receive timely, relevant resources

2027 GOALS

- **Improve member retention by 10%**

3. Expand Education and CME

Objective: Grow ACOEP's education into a flexible, year-round learning resource.

KEY INITIATIVES

- Expand the digital CME platform, with subscription and per-credit options
- Develop programming for community, rural, and non-academic physicians
- Launch year-round programming, such as webinars and EMS/Fire content
- Expand publishing opportunities for member scholarship

2027 GOALS

- **Reach 30% more learners each year**

4. Deliver High-Value Conferences

Objective: Offer distinctive, community-driven events that are worth the trip.

KEY INITIATIVES

- Boutique, high-value, community-driven conference experiences
- A redesigned exhibit hall with more meaningful attendee–exhibitor engagement
- Expanded networking, social, and wellness experiences
- Flexible pricing and hybrid participation options

2027 GOALS

- **500+ attendees per event**
- **Grow exhibitor participation by 50%**

5. Grow Through Partnerships

Objective: Extend ACOEP's reach by working with aligned organizations.

KEY INITIATIVES

- New partnerships for joint CME and membership
- Expanded collaboration with the AOA and aligned organizations
- Continued national presence through OMED

2027 GOALS

- **3–5 new partnerships**

6. Strengthen Financial Sustainability

Objective: Ensure ACOEP remains strong and able to serve members for the long term.

KEY INITIATIVES

- Diversify support through education, sponsorships, and EMIG programs
- Develop multi-year financial planning
- Regularly review contracts and operations for value

2027 GOALS

- **A balanced, sustainable budget each year**

7. Define Our Market Position and Brand

Objective: Clearly communicate who ACOEP serves and why it matters.

WHO WE SERVE

- The osteopathic home in emergency medicine
- Community emergency physicians
- Physicians in non-academic practice
- Early-career attendings

KEY INITIATIVES

- Targeted outreach by career stage and practice setting
- Clear messaging on community, access to leadership, and relevant education

2027 GOALS

- **Increase member engagement by 25%**

8. Expand Leadership Presence and Influence

Objective: Increase ACOEP's visibility and voice across emergency medicine.

KEY INITIATIVES

- Represent ACOEP at national emergency medicine conferences
- Participate in resident leadership forums and cross-organizational meetings
- Pursue grant funding opportunities

2027 GOALS

- **Representation at 5+ national forums each year**

IMPLEMENTATION AND ACCOUNTABILITY

- Each priority has a Board champion and a staff lead
- Progress is reviewed quarterly against clear targets
- Committee work plans align with the strategic priorities
- Budget decisions directly support priority initiatives

SUCCESS BY THE END OF 2027

ACOEP will:

- Be financially strong and sustainable
- Have a growing, engaged, and retained membership
- Be recognized as the home for community emergency physicians
- Offer a high-quality, scalable CME platform
- Deliver high-value, distinctive events
- Demonstrate national presence and influence

OUR DIRECTION

A focused, data-driven, member-centered professional association, with a strong pathway from student to attending.