

Emergency Medicine Residents' Association | EMRA

EMRA Strategic Plan 2025–2028
Education | Leadership | Advocacy

Medical Students | Residents | Fellows | Alumni
Oldest & Largest EM Resident Association

EMRA's Mission & Vision

EMRA is the voice of emergency physicians in training and the future of our specialty.

Best Doctors | Best Leaders | Best Specialty

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Overview

EMRA's Strategic Plan is completed every 3 years

- Mission & Vision
  - *Reviewed for relevance*
- Three Pillars:
  - *Best Doctor: Education*
  - *Best Leader: Leadership*
  - *Best Specialty: Advocacy*



The Strategic Plan's 3-Year Arch

3-year timeline to achieve goals and improve EMRA's operations.

- Not all strategies and metrics can be achieved in Year 1, some will be achieved in Year 2, and others in Year 3.
- The Board should see consistent improvements and achievements.
- Staff will create tactics and steps to operationalize the plan.
- The Strategic Plan should guide all of EMRA's decisions and tie back to these strategic goals.

Stronger Emphasis on Metrics

Clearer KPIs (Key Performance Indicators) for each pillar:

- Provide a vehicle for annual reviews and progress tracking.
- Adaptive strategy to support staff and board (sometimes we need to change direction without losing sight of our strategies).
- Allows for accountability and transparency.

Pillar 1: Education

EMRA's clinical content meets members' needs across formats.

- Invest in MobilEM improvements:
  - *OS updates*
  - *Desktop version*
  - *Multi-user licensing*
- Explore fenced AI within MobilEM (*trusted truth*)
- Conduct member focus groups and monitor external trends.
- Enhance accessibility & engagement (*kits, website, programming, partners, social media*)



Pillar 1: Education Metrics

- Continuation of clinical guides as a member benefit.
- Increased attendance at virtual & in-person meetings.
- Increased traffic for EMRA Partner Educational Benefits.
- Data tracking via Amazon, Kindle, Shopify, Square, Apple, EMRA Database

Pillar 2: Leadership

Members lead and get involved through clear access to opportunities.

- Expand leadership pathways:
  - *Micro*
  - *Committee*
  - *National*
- Cultivate our community with intentional DEI practices
- Recognize & celebrate member achievements
- EMRA-fied EMIGs for engagement with our pipeline



Pillar 2: Leadership Metrics

- Track leader applications and engagement.
- Increased participation in EMRA initiatives.
- Successful launch of Basic & Advanced Leadership Academy.
- Increased submissions for *EM Resident* articles.
- Launch EMRA-fied EMIGs.

Pillar 3: Advocacy

EMRA members are engaged in advocacy that strengthens the specialty.

- Reinvigorate the Representative Council (RepCo).
- Train program reps & alternate reps as EMRA Ambassadors
- Partner with ACEP DC office to promote 911 Legislative Network.
- Support ACEP Leadership & Advocacy Conference & Health Policy Primer with YPS.
- Highlight internships and scholarships in EMRA publications.



Pillar 3: Advocacy Metrics

- Newsletter open and click rates.
- Increased RepCo attendance (Spring & Fall).
- Growth in applications and participation.
- Increased resident attendance at ACEP LAC.

Thank You!

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