

Case Study for Driving National Policy Change: American College of Emergency Physicians (ACEP)

ACEP Mission Statement

“The American College of Emergency Physicians (ACEP) exists to support quality emergency medical care, and to promote the interests of emergency physicians.”

Priority Objectives

Access – Crowding - Safety / Quality - Disaster Preparedness - Medical Liability Reform
– Reimbursement

History

- Specialty of Emergency Medicine founded in 1968, ACEP formed
- American Board of Emergency Medicine (ABEM) recognized – 1979
- Growth, stability, leadership provides strong organizational base – thru 2000
- Increasing advocacy agenda – NEMPAC, DC office, grassroots efforts
- Changing of the guard – executive leadership transition

Strategic planning...

To fulfill our mission, ACEP needed to become a much stronger advocacy organization

- Changing staff leadership provided opportunity to build a stronger advocacy agenda on top of a solid organizational base
 - Hired Dean Wilkerson – former CEO, MADD – April, 2004

ACEP Advocacy Efforts – 24,000 members / 114,000,000 patients

- Refined Focus and Expanded Scope of ACEP Outreach Efforts
 - Crafted and delivered highly focused messages supporting ACEP’s priority objectives to the public, policymakers, potential allied organizations and ACEP chapters
 - Proactively met with non-medical groups as well as those in the medical field to garner support for key efforts
 - Developed a branding campaign – “Advancing Emergency Care” – to better project the brand of ACEP to internal and external audiences
- Strengthened Organizational Capabilities to Execute Enhanced Advocacy Efforts
 - Increased staffing and budget for public relations
 - Revamped website to emphasize advocacy and resources with media and the public
 - Provided media training for elected leadership and general membership who would act as local spokespersons
 - Developed grants office to seek funding for increasing activity
- Increased Recruitment of Member Involvement in Grassroots Efforts
 - Grew the 911 Network of grassroots activists
 - Developed advocacy school for chapter leaders and general membership

- Implemented a plan for aggressive growth of NEMPAC – “Give a Shift” and the Ambassador Program
- Developed High-Profile Events and Initiatives to Support and Advance Advocacy Efforts
 - Held a Rally at the US Capitol attended by 4,000 emergency physicians and emergency nurses
 - Introduction of HR3875 – Access to Emergency Care Act of 2005 to benefit emergency care
 - Developed and released The National Report Card on the State of Emergency Medicine
 - Followed the Report Card with an aggressive op-ed campaign and speakers bureau campaign
 - Planning to capitalize on the Institute of Medicine study to be released in May, 2006
 - Helped to fund and will actively participate in planning of the IOM regional workshops to be held this year and early next year
 - Have begun discussions with key members of Congress and will continue to press for Congressional hearings this summer concerning emergency medical care
- Developed Programs to Stimulate ACEP Chapter Involvement in Key Advocacy Efforts
 - Implemented a chapter grant program for grassroots media efforts
 - Budgeted to provide grants and support for chapters to host a series of 10 town hall meetings in major cities around the country focused on national priority issues
 - Began providing chapters with public policy grants in states that have pertinent ballot initiatives or other extraordinary policy efforts underway
 - Developed a chapter guide to establishing a governor’s task force. Encouraged and promoted chapter efforts to leverage the Report Card results by advocating for the creation of state task forces to study emergency care issues and pursue other related legislation

Contact information

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