



Council of Pediatric Subspecialties (CoPS)

www.pedsubs.org

Strategic Direction

2011 – 2015

PRIORITY: N=2011, NY=2012, L=2013-2015

<i>I. Network of Subspecialties¹ – Recognize CoPS as an effective and efficient pediatric subspecialty network for communications and issues development.</i>	
A. Establish a Network Designed to Serve Pediatric Subspecialties	
Establish relationships and lines of communications that create an integrated network	N
Determine process for vetting issues	N
Outline the issues that CoPS and its integrated network can best address	NY
Identify CoPS's relationships to <i>other</i> (i.e NEW) subspecialty organizations' goals and activities	NY
Develop functional model for effective, efficient communications amongst the pediatric organizations' community	N
Provide a rapid response to facilitate communications within the profession	N
B. Develop a Portfolio of Consulting Areas in Which CoPS can Provide a Consultant/Service	
Create a record of past successes and areas for future endeavors	N
Multiple interests where CoPS can serve as a forum and or use its network	NY
Serve as a communications network to help subspecialty organizations market their education and issues	NY
C. Develop a Marketing Campaign - External	
Disseminate a portfolio of accomplishments to other organizations	NY
Promote the value (services) of CoPS	L
Raise awareness of CoPS among pediatric colleagues	NY
D. Effective Internal Communication Strategies	
Improve brand identity of CoPS in the pediatric community	NY
Utilize social media	NY
Maintain and enhance website	N
Develop a comprehensive database	N
<i>II. Source of Expertise – Position CoPS as a resource for sharing and developing expertise among pediatric subspecialties.</i>	
A. Identify the important issues (i.e. health care system reform, medical home, subspecialist	

¹ The Network is the *product*.

referrals, reimbursement, fellowship training, etc.).	
Approach collaborating organizations to identify how CoPS processes can assist them in achieving their goals	L
Select at least one issue annually that positions CoPS as a leader in expertise and collaboration	N
Identify issues that CoPS can optimally manage as a third party, reflecting its work product expertise	L
B. Develop functional process and model for expert collaboration.	
External collaboration– Relationships with other organizations and subspecialty societies	N
Internal collaboration mechanisms	L
C. Promote, sustain, and enhance partnerships and synergize with others in the pediatric community.	
Identify and establish CoPS network of experts	L
Identify and utilize appropriate venues to demonstrate and expand the role and activities of CoPS	L
III. Workforce Development Goal – Focus on issues of workforce development, curriculum and job satisfaction.	
A. Be the pediatric subspecialties program knowledge center.	
Form working groups to explore existing resources and establish new programs	L
Develop regional hubs of subspecialty education	L
B. Serve as a pediatric subspecialty recruitment source.	
Improve Recruitment Strategies by raising awareness of CoPS resources among trainees, subspecialty organizations and subspecialists	L
Promote and track utilization of CoPS website	NY
Increase medical student/resident research with pediatric subspecialists	L
Promote scholarships for medical students and residents to attend subspecialty meetings	L
Increase subspecialty visibility at national meetings	L
Use social networking sites to reach medical students and trainees	L
Create and promote job boards	L
Solicit disease based organizations (parents) for support of subspecialist training to meet children’s needs	L
C. Be a pediatric subspecialty professional development resource	
Partner with existing leadership training programs and identify gaps in existing resources	L
Survey and catalog leadership training programs/bootcamps for trainees, subspecialists and program directors	L
Include listing and URL link to leadership courses on CoPS website	L
Partner with organizations to fill gaps in leadership training/professional development	L
Emphasize the importance of professional development	L
D. Be the quality-of-life resource for the pediatric subspecialties.	
Identify issues with reimbursement, loan repayment and life balance that influence recruitment and retention	L
Partner with other organizations to improve reimbursement / loan repayment for the pediatric subspecialties	L
Conduct focus group(s) with medical students and trainees to gain a better understanding of the current work life balance, the future vision of such balance, and the barriers to subspecialty careers	L
IV. Sustainable CoPS Organization – Create and maintain an effective Council with sustainable resources and leadership	

A. Short-term sustainability	
Develop a budget identifying costs of programs and services and necessary income; appoint a treasurer and/or finance committee	N
Prepare a dues schedule immediately to fund 2011 operations and identify support from subspecialty societies and sections	N
Advise supporting organizations of the repositioning of CoPS and of the services that CoPS can provide	N
Approach AAP to discuss areas of common interest and where CoPS unique structure can benefit each organization	N
Finalize the selection process of Council representatives to optimize continuity	NY
Ensure Executive Officers and Council leaders involvement in governance	N
B. Long-term sustainability.	
Explore opportunities to collaborate with subspecialty organizations	L
Explore feasibility and legality of leasing database	L
Consider engaging the pediatric surgical subspecialties	NY