



The College's strategic initiative, Vision Forward, provides a framework to further elevate our offerings, expand our means to support and engage members, and advocate for and raise awareness about our specialty. Below are our strategic priorities within each area of the Vision Forward plan.

Strategic Priorities



Advocacy: *Be the leading advocate for allergists – and the profession as a whole – in front of payers, managed care and policymakers.*

- Maintain the College's position as the leading advocate for the practicing allergist and the specialty.
- Expand and strengthen the College's grassroots advocacy efforts.
- Keep members abreast of issues affecting the specialty and proactively communicate our advocacy "wins."



Education: *Be the preeminent education provider for advancing the practice of allergy and immunology.*

- Offer a wide variety of high-quality educational resources focused on the most relevant clinical areas of need, using flexible and engaging formats.
- Continue to position the ACAAI Annual Scientific Meeting as the premier event for progressive, interactive learning and networking opportunities for the specialty.



Governance: *Be an efficient, responsive organization that reflects its membership at large.*

- Ensure the College's board, councils, committees, and task forces reflect the diversity of our membership.
- Continue to increase member engagement and collaboration across the organization.
- Further fortify pathways to leadership and support for emerging leaders within our membership.



Practice Management: *Be the leading authority in the management of allergy practices and the primary source of practice management information, resources and tools.*

- Offer resources tailored to distinct practice types and member needs.
- Strengthen relationships with practice managers.
- Continue to explore the practical utilization of technology to improve practice efficiency and the patient experience.



Public Awareness & Marketing: *Be the leader in educating consumers and health care professionals on the value of the specialty.*

- Continue to increase public awareness of the specialty.
- Further cement ACAAI as a preeminent resource for patient education on allergies and asthma.
- Continue to educate nonmember health care providers on the specialized expertise of allergists and the services they offer.