

## PRESIDENT'S MESSAGE

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### Strategy for a Bright Future: President-Elect Message, January 2011

What a great joy and honor it is for me, as your President-Elect, to ring in the New Year with heartfelt wishes to all Academy members for best of health and great success in 2011. We enter this year on strong financial footing with sound governance under the stewardship of our president, Eduardo M. Fraifeld, MD, and a dynamic management team, led by our accomplished Executive Director, Phil Saigh. It is no accident that we, as the "voice" of pain medicine, find ourselves in such a position, notwithstanding the stresses of the economic climate over these last few years. The extraordinary leadership and dedication of our fellow physician members who have volunteered countless hours as officers and committee members has assured an optimistic future, and has allowed us to create an ambitious strategic plan. The combined efforts of our members, unique as we all are yet willing to work together toward our all-important mission and vision as an Academy, is our strength and our greatest asset going forward. You will hear me say much more about that as the year goes on. For now, let me present the highlights of our 2011–2013 strategic plan, with hopes that it will motivate you to do everything you can to assure its success. You are the key ingredient in our Academy's successful future. And we will share a very bright future indeed. It is a future that can assuredly build upon our American Academy of Pain Medicine's (AAPM) highly spirited and visionary origins and continued growth over its first quarter century of maturation. From this solid platform, we are now perched to *become the recognized authority for appropriate and effective pain care through our knowledge, scholarship, and commitment.*

So let us start the year by recalling and committing to our mission. The words have been carefully chosen, both to reflect our purpose and to ensure that every member can

readily emblaze them on our minds and memories, to inspire and energize us all in our day-to-day work: *To optimize the health of patients in pain and eliminate pain as a major health care problem by advancing the specialty of Pain Medicine.* To get there, we have much to accomplish, starting with four distinct but interdependent strategic goals:

1. AAPM will achieve recognition of Pain Medicine as a primary medical specialty within the American Board of Medical Specialties (ABMS).
2. AAPM will expand its educational offerings in the areas of content, learners, and format in a way that reinforces AAPM's mission.
3. AAPM will advocate for and develop research and scholarship programs with a focus on establishing a repository for the information that leads to pain treatment protocols.
4. AAPM will diversify its funding sources and will increase revenue.

As we begin the New Year, Dr. Fraifeld and I are working together to appoint AAPM's 2011 committee members. Consider where your strengths and interests lie, where you would like to infuse your time and energy, and join in this shared effort to rekindle in ourselves and in each other the most essential and ennobling aspect of what it is to be a physician.

Happy New Year!

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