

# TRANSITIONING TO A CPD ORGANIZATION THROUGH A HYBRID STRATEGIC PLANNING METHODOLOGY

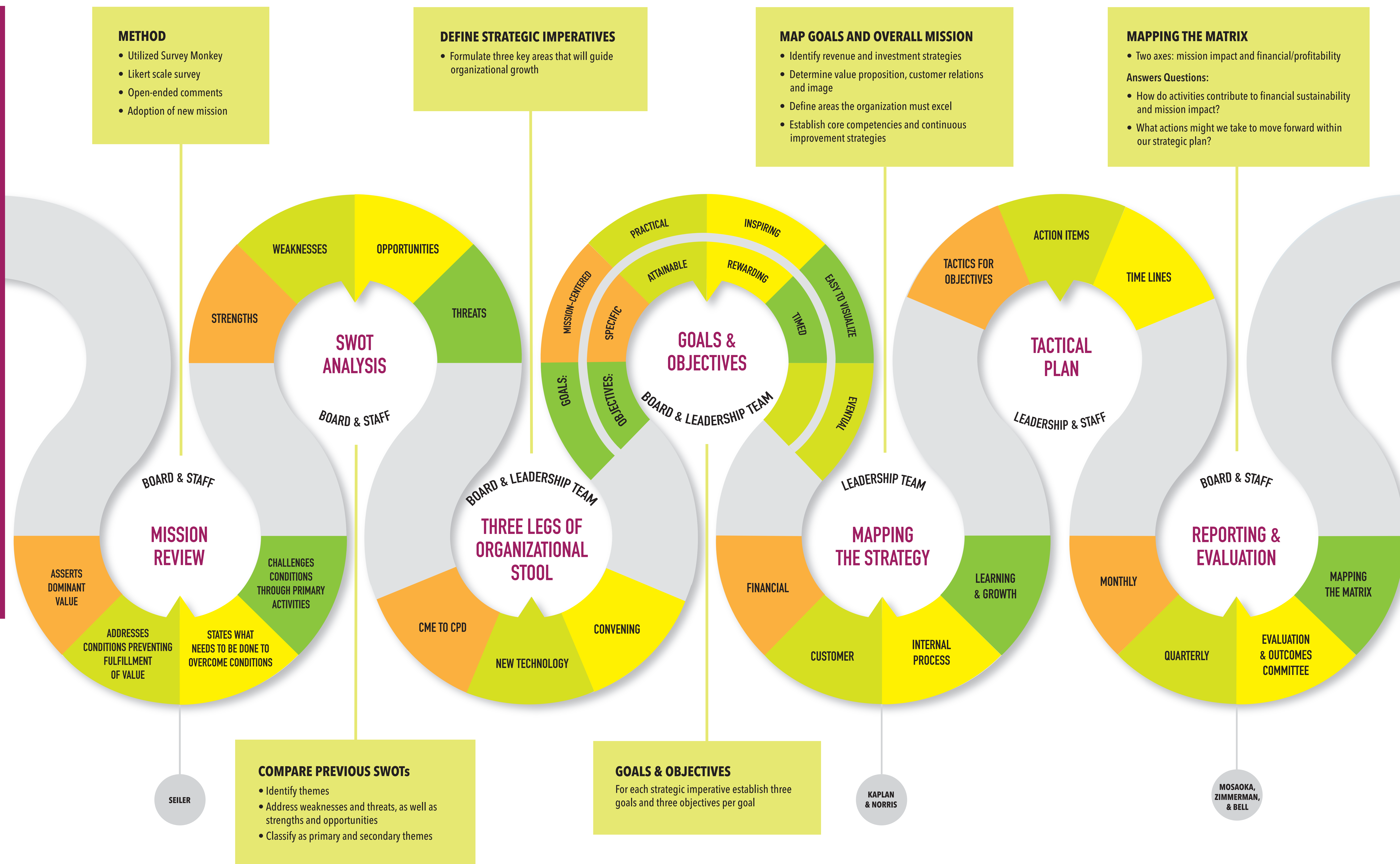
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## BACKGROUND

The Annenberg Center for Health Sciences was founded in 1980 by U.S. Ambassador Walter H. Annenberg with a dual mission: to meet the educational needs of local clinicians at Eisenhower Medical Center and the Coachella Valley, as well as national and international clinicians; and to serve as a convener for discourse on current issues in health care delivery and policy. In 2014-15, the Annenberg Center's Board of Directors determined to undertake a strategic planning process to reimagine the organization's mission and strategy by aligning the organization's strategic initiative into operational terms for continuous improvement in current and future health care delivery environments.

## PURPOSE

A need emerged to engage our learners more fully from a traditional CME focus to a CPD clinical and practice focus so that their participation in our activities reinforces their continuous professional development. This adaptive approach to serving our learners demands new tools, which inevitably requires new technology. Finally, the Annenberg Center's history as a convener situates the organization as one that facilitates modes of discourse on selected health delivery and policy challenges.



## FUTURE DIRECTIONS

The hybrid strategic planning methodology positions the organization to continuously evaluate its strategic imperatives, building on its successes, eliminating those that do not work, and course correcting when necessary. It is action-oriented and identifies everyone in the organization as an owner of the strategy and its successes.

## REFERENCES

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