



# AAOM STRATEGIC PLAN 2026-2028

AAOM's three-year plan focuses on four priorities—Philanthropy & Partnerships, Membership, Marketing & Communication, and Operations & Sustainability—to advance excellence in oral medicine. Developed with input from leaders, members, and stakeholders, this plan sets clear priorities, targeted outcomes, and a commitment to transparent progress reporting.

## MISSION

- Advance excellence in patient care, education, and research in the field of oral medicine.
- Promote access to quality, affordable, and cost-effective expert oral medicine care.
- Increase professional and public awareness of the field of oral medicine.

**Vision:** Integrating medicine and dentistry to promote optimal health.

**Values:** Sustainability, engagement, and collaboration.

## STRATEGIC PRIORITIES AND 2026-2028 HIGHLIGHTS

### **Goal 1: Grow Philanthropy and Partnerships**

- 1.1: Adopt a comprehensive fundraising strategy.
- 1.2: Launch a major gifts program by early-mid 2026.

### **Goal 2: Strengthen and Grow Membership**

- 2.1: Target a 10% improvement in member retention by the end of 2026 through mentoring, engagement, and recognition.
- 2.2: Expand outreach to convert non-members.

### **Goal 3: Enhance Marketing & Communication**

- 3.1: Implement a marketing strategy for current and emerging revenue streams.
- 3.2: Increase visibility of oral medicine through public education.

### **Goal 4: Improve Operations & Long-Term Sustainability**

- 4.1: Define and deliver a value-based member benefits package.
- 4.2: Establish operating procedures that support AAOM sustainability.
- 4.3: Build long-term financial sustainability through trend analysis.

*Accountability timeframes are targets. AAOM will share updates on progress and impact in our communications.*