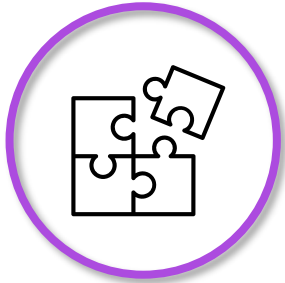


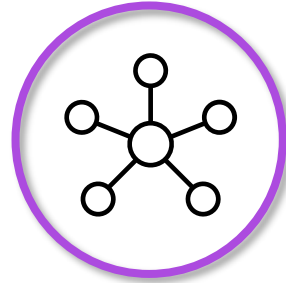
ACPA 2025-2027 Strategic Plan



Advance Comprehensive EDUCATION

Nurture comprehensive, accessible educational pathways that address specialty gaps and elevate interdisciplinary patient care while strengthening the craniofacial community.

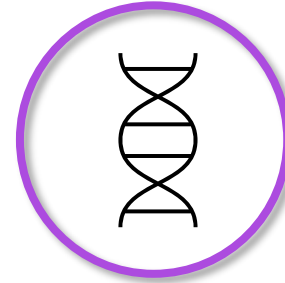
- Enhance **educational infrastructure** to ensure high-standard, high-quality care
- Expand educational **content** to address critical knowledge gaps
- Improve **accessibility** to remove financial, linguistic, and technological barriers
- Foster **next generation** engagement to secure the future of comprehensive team care



Delivery of Quality TEAM CARE

Synthesize and optimize the delivery of exceptional team care by integrating clinical practice with the Parameters of Care, a strengthened team approval processes, and discipline-specific standards.

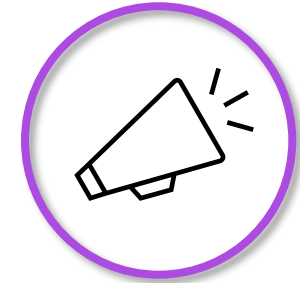
- Revitalize **team approval** process to establish consistent quality standards
- Establish comprehensive **clinical guidelines** to facilitate best practices across disciplines
- Identify quality **metrics** to measure effectiveness of care delivery
- Enhance team care **access** to ensure all patients receive quality care regardless of location or resources



RESEARCH Advancement & Innovation

Cultivate and invest in impactful research initiatives that advance scientific knowledge and improve clinical outcomes through evidence-based inquiry and innovation.

- Establish **research infrastructure** to create a sustainable foundation to advance knowledge
- Develop research **support systems** to enable broader participation in research
- Enhance research **dissemination** to ensure findings reach and benefit the community
- Strengthen research **impact** to translate scientific discoveries into improved outcomes

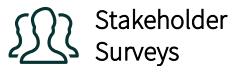


Amplify the VOICE of Patients & Families

Champion and amplify the voices of patients and families affected by cleft palate and craniofacial differences/conditions by integrating their lived experiences throughout ACPA's leadership, programs, and advocacy efforts to enhance understanding and improve care delivery.

- Strengthen **representation** in leadership to ensure ACPA authentically reflects the needs of patients
- Enhance patient **voice** in programs to deepen understanding of lived experiences
- Build strategic **partnerships** to create a unified, powerful voice for the community
- Advance patient-centered **advocacy** to influence policy, improve access, & create positive change

During its recent strategic planning engagement, ACPA leadership and staff undertook a collaborative process to define direction and clarify priorities. ACPA conducted an organizational analysis, solicited feedback from members, spent time brainstorming future scenarios, and defined desired outcomes.



Stakeholder Surveys



SWOT Analysis & Resource Alignment



Future Scenario Brainstorming



Strategic Tactics & Measurables



ACPA

American Cleft Palate
Craniofacial Association