



**World Medical Association  
Strategic Plan 2026 – 2030**  
adopted by the WMA General Assembly, Porto 2025

# Mission

To empower physicians to serve patients and advance public health by promoting the highest standards in medical ethics, science, education, and practice worldwide.

# Vision

United and empowered physicians leading the provision of ethical, equitable, and high-quality healthcare

# Value

Medical ethics, evidence-based science,  
professionalism, integrity, equity and inclusiveness

# Strategic Priorities

## - External (specific policy goals) -

1. Promoting and updating seminal documents on medical ethics
2. Promoting Physician-led care (perceived as acutely under threat in this decade)
3. Advancing health equity and addressing determinants of health
4. Addressing emerging technologies (including AI and digital health innovations) and engaging in related international policy development
5. Increasing presence/influence in global health policy arenas (acting on WMA's policy compendium, both by WMA and its constituent members further participating in UN/WHO, and by individual NMAs aligning to advance WMA policy) and strengthening strategic partnership

# Strategic Priorities

- Internal (organisational enablers/accelerators) -

1. Work to recruit NMAs to join/rejoin WMA for continued broad representation (Membership growth)
2. Developing internal leadership, working with national medical associations to improve gender diversity in WMA leadership, and succession planning
3. Improved Communications / PR to advance visibility and relevance (to physicians, to member associations, to other stakeholders, to the media, and to the public)
4. Financial stability for WMA

*Caring,  
Ethics,  
Science*



[www.wma.net](http://www.wma.net)