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The Army Surgeon General
Commanding General,
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“Ambassadors are key leaders and messengers of the Army Medicine, Army Health and the Army Readiness story. As

we chart a new course toward health, there are many facets of the story to share, and in a variety of venues. The story is ours to share and is a powerful influence in transforming Army Medicine from a healthcare system to a System for Health.”

MISSION

The Army Medicine Ambassador Program (AP) is a strategic engagement initiative and formal program to tell the Army Medicine, Army Health and Army Readiness story.

VISION

Army Medicine Ambassadors are the recognizable champions of Army Medicine, Army Health and Army Readiness.

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Army Medicine AMBASSADOR PROGRAM





An Army Medicine Ambassador...

...believes in the mission, has a positive outlook, strong communication skills, and the willingness and ability to engage all audiences and remain on topic.

- Serving as an Ambassador is a unique opportunity to showcase positive stories occurring in Army Medicine today.
- The time commitment for Ambassadors is based on what they wish to accomplish, their schedule and the opportunities available to engage with people on a local, regional and national level.
- The Army Medicine Ambassador Program is designed to enhance relationships at the local, regional, and national level through positive and informative engagements.
- These engagements range from formal presentations to community leaders, participation in career fairs, local school support, to informal engagements with colleagues, friends and Family.
- In addition to spreading the Army Medicine story serving as an Ambassador also provides unique opportunities for networking, contact with the Army Medicine Command Team and enhancing relationships in your community for Army Medicine.

TIER 1

Ambassadors selected for Tier I will serve at the local level by interacting with their communities, local Family Readiness Groups & Veteran Service Organizations. They also are the primary communicators of positive stories in regards to their local Military Treatment Facilities. Ambassadors consist of personnel from Military Treatment Facilities/Dental Treatment Facilities, to include command surgeons, spouses, active and retired military officers/enlisted personnel, DA Civilians, & local community leaders strongly involved with the military health system.

TIER 2

Ambassadors selected to serve as Tier II will work to enhance diplomacy with academia and industry at the regional and strategic level. They will work to support the regional medical commanders and their messaging goals. Additionally, Tier II Ambassadors will engage directly as the Subject Matter Experts during the message development process.

TIER 3

Ambassadors selected to serve as Tier III will be utilized on the national stage and would be called upon to address Congress, large corporations, and policy making level institutions.

