

American Society of Hematology (ASHTM)

Strategic Plan



Adopted by the ASH Executive Committee
April 2007

VISION

To further the understanding, diagnosis, treatment, and prevention of disorders affecting the blood, bone marrow, and the immunologic, hemostatic, and vascular systems, by promoting research, clinical care, education, training, and advocacy in hematology.

CORE VALUES

1. *Commit to the highest quality of rigorous scholarship in the field of hematology.*
2. *Promote the highest quality of clinical care of patients with hematologic diseases.*
3. *Advance the interest of investigators and practitioners in hematology.*

SUMMARY of GOALS

Advocacy

Represent the interests of hematology on Capitol Hill and in the executive branch agencies concerned with the study and treatment of blood and blood-related diseases.

Annual Meeting

Produce an annual meeting of the highest quality, which provides cutting-edge science and a review of selected topics in hematology.

Communications

Enhance communication with ASH members and promote the science and practice of hematology to ensure its future in medicine and the best care of patients.

Development

Diversify ASH's sources of funding for support of ASH's non-revenue producing programs, while helping to maintain the overall financial viability of the Society.

Education/CME

Strengthen the profession of hematology by keeping members and other constituents aware of recent developments in the science, clinical applications, and practice of hematology.

Finance

Assure the financial viability of ASH.

International Members and Outreach

Enhance ASH's leadership worldwide among hematologists and hematology-related professionals, and provide outreach to developing countries extending ASH's unique expertise in the basic and clinical aspects of hematology.

Leadership Development

Identify ASH members for leadership and committee positions.

Membership

Improve and communicate the value of ASH membership, with a special emphasis on junior members (those individuals in the first five years of membership in the Society).

Practice

Promote the expertise and represent the interests of the practicing hematologist.

Publishing

Ensure Blood's position as the world's preeminent hematology journal.

Quality of Care

Promote the highest quality clinical care of patients with hematologic diseases.

Research and Scholarship

Attract and motivate researchers beginning their careers to enter and remain in the field of hematology.

Training

Develop programs that promote and enhance training in hematology and also increase the number of hematology trainees.

G O A L S and O B J E C T I V E S

Advocacy

Goal: *Represent the interests of hematology on Capitol Hill and in the executive branch agencies concerned with the study and treatment of blood and blood-related diseases.*

Objectives

1. Serve as the primary resource for advocacy efforts of the Society related to research funding, clinical reimbursement, and training support.
2. Continue to enhance relationships with National Institutes of Health leadership at Institutes with interest in hematology research, including NHLBI, NCI, NIDDK, and NIA, the FDA, DOD, DARPA, and other federal agencies with the goal of increasing programmatic support for hematology-related research and training.
3. Collaborate with other organizations and the general public – particularly blood-related patient/disease-specific groups – in areas of common interest, such as research, advocacy, and clinical practice issues.
4. Improve bidirectional communication with general membership to increase participation in advocacy and public policy efforts, help determine and prioritize annual agenda goals, and keep membership informed about ASH's efforts on their behalf [with Committee on Communications].
5. Develop stronger working relationships between the Committee on Government Affairs and other standing committees, including Communications, Practice, Journals, Training Programs, and the scientific committees.
6. Evaluate and assess the effectiveness of advocacy efforts and grassroots network participation on an annual basis.
7. Enhance ASH's role in public policy by promoting ASH's policy efforts to policy makers.

Responsible Party: Committee on Government Affairs

Annual Meeting

Goal: *Produce an annual meeting of the highest quality, which provides cutting-edge science and a review of selected topics in hematology.*

Objectives

1. Produce an Education Program that provides a review of how hematology is practiced today, rotating topics so that the entire field is frequently addressed.
2. Produce a Scientific Program that offers the latest research in each of the scientific committee topic areas.
3. Provide the highest quality oral, poster, and plenary presentations based on abstract submissions and review.
4. Offer Meet-the-Expert, Spotlight, and smaller focused sessions and other educational experiences, including special opportunities for PhD scientists and trainees.

5. Organize an exhibition to generate revenue for the Society and to provide an opportunity for attendees to meet representatives from companies that produce products and services, not-for-profit organizations, government agencies, and patient advocacy organizations.
6. Ensure comprehensive logistic management so as to facilitate an environment conducive to a high-quality scientific meeting.
7. Recognize individuals who made outstanding contributions to the field of hematology (i.e., Ham-Wasserman Lecture, Dameshek Prize, and Thomas Lecture and Prize, and Stratton Medal). [ASH President and Awards Committee]
8. Create a productive networking environment for meeting attendees by providing opportunities for the exchange of ideas.
9. Continue to develop more effective methods for evaluating the annual meeting.

Responsible Party: Program Committee (unless otherwise specified)

Communications

Goal: Enhance communication with and among ASH members and promote the science and practice of hematology to ensure its future in medicine and the best care of patients.

Objectives

1. Enhance communication with and among the ASH membership.
 - Coordinate the development of appropriate survey, research, and assessment tools for ASH services.
 - Work to improve communication with members by enhancing current communications tools, such as *The Hematologist*, e-mail newsletters and bulletins, annual meeting daily newspaper, Web site, and other electronic communications services, and exploring the development of new tools as appropriate.
 - Enhance, promote, and expand the ASH Job Bank.
2. Promote a distinct identity for hematology among other target audiences (such as non-member hematologists, primary care physicians, hematology trainees, government agencies, health insurance providers, patients, media, etc.).
 - Work with appropriate ASH committees [with Committee on Government Affairs and Committee on Practice] to define hematology and explore strategies for demonstrating the value and quality of hematologic medical care, primarily for organizations that represent patients, health insurers, and primary care physicians.
 - Develop marketing plans to communicate the value of ASH membership and to promote the Society's various programs, products, and services. Coordinate the execution of these plans to ensure an integrated approach.
 - Develop a communications strategy to educate hematology trainees about opportunities in the field of hematology, including benefits and services available from ASH and opportunities for participation in ASH.
 - Increase the visibility of the ASH Scholar Awards, the Clinical Research Training Institute, and other Society initiatives that have as a key part of their mission the promotion of clinical research training in hematology.

- Develop a broad strategy to engage the public in helping to further the Society’s strategic goals (e.g., promoting the best care of patients through increased medical research funding, support of stem cell research, etc.).
 - Align more closely with patient-based organizations and professional societies that represent either hematologic disorders or medical fields that are closely related.
 - Explore ASH’s options for making patient education materials on various blood diseases and disorders available, in print and online.
3. Position ASH as the primary source for credible scientific information about blood and blood diseases.
- Conduct outreach and develop a network of articulate spokespersons for hematology willing to speak for ASH and serve as authoritative resources for the press, patients, government entities, and other physicians.
 - Alert the media to research presented at the ASH annual meeting or in *Blood* that describes important advances in hematology. Effectively convey to the press what implications these advances might have for patient care and other scientific fields.
 - Alert the media to ASH’s positions on public policies of importance to the hematology community and strengthen ASH’s reputation as a leader among scientific and medical organizations.

Responsible Party: Committee on Communications

Development

Goal: *Diversify ASH’s sources of funding for support of ASH’s non-revenue producing programs.*

Objectives

1. Maintain relationships within the pharmaceutical and other industries in support of ASH and its mission.
2. Educate ASH members about the opportunities that exist to make charitable contributions to the Society.
3. Promote honoring a mentor as a way to make a gift to the Society.
4. Establish and foster relationships with charitable foundations to secure funding for one or more of ASH’s programs.
5. Identify appropriate government and other grant opportunities and increase the number of grants received to support ASH programs.

Responsible Party: Development Committee

Education/CME

Goal: *Strengthen the profession of hematology by keeping members and other constituents aware of recent developments in the science, clinical applications, and practice of hematology.*

Objectives

1. Keep practicing physicians and hematology research scientists up-to-date on advances in the field, helping foster a strong hematology workforce.

Group: *Member/non-member physicians and researchers.*

- Continue to enhance and expand the Image Bank.
 - Publish a new edition of the *ASHTM Self-Assessment Program (ASH-SAP)* periodically.
 - Continue to develop and implement relatively small, topical meetings for CME credit.
 - Continue to produce and maintain the quality of the Education Program Book.
 - Explore the options for CME using *Blood* articles.
 - Develop, optimize, and promote *www.hematologylibrary.org*, an online hematology resource.
 - Develop and periodically update practice improvement modules for recertifying hematologists. [with Committee on Practice]
2. Stimulate interest in the field, increasing the number of talented young scientists/clinicians in the profession.

Group: *High school students through post-graduate trainees.*

- Update and enhance the interactive teaching cases.
- Periodically produce, distribute, and update a hematology medical student-oriented core curriculum.
- Host a medical student hematology course directors' meeting at the annual meeting.
- Recruit top-quality speakers for the annual meeting program in order to present the most cutting-edge science, including special programs and events geared toward trainees.

Responsible Party: Committee on Educational Affairs

Finance

Goal: *Assure the financial viability of ASH.*

Objectives

1. Build means to support reserve, endowment, and other funds, as needed.
2. Maintain a formal, annual process to evaluate, prioritize, and monitor expenditures. [Subcommittee on Program Support]
3. Define financial targets for revenue and reserves commensurate with the needs of the Society to fund activities and protect against risks.

4. Ensure that the financial state and budgeting process of the Society is transparent to membership (via Treasurer's annual report).

Responsible Parties: ASH Treasurer and Committee on Investment and Audit (unless otherwise specified)

International Members and Outreach

Goal: *Enhance ASH's leadership worldwide among hematologists and hematology-related professionals and provide outreach to developing countries extending ASH's unique expertise in the basic and clinical aspects of hematology.*

Objectives

1. Represent the interests of International members.
 - Encourage and facilitate international representation in the Society (e.g., annual recommendations from the International Members Committee for appointments to committees, as international speakers, and as international abstract reviewers).
 - Facilitate the transfer of scientific knowledge and technologic expertise among hematologists and hematology-related professionals throughout the world.
2. Provide outreach for developing countries.
 - Distribute educational materials.
 - Provide short-term training for hematologists and hematology-related professionals.
 - Foster collaborations between established and emerging global clinical networks.
 - In collaboration with established groups, provide opportunities for hematologists to provide training and education.
3. Provide a forum for international hematology organizations to meet and exchange ideas, plans, and initiatives for cooperative efforts.

Responsible Party: International Members Committee

Leadership Development

Goal: *Identify ASH members for leadership and committee positions.*

Objectives

1. Solicit nominations from the ASH membership, including all standing and scientific committee members. Use every gathering of ASH leadership as an opportunity to solicit nominations.
2. Identify candidates for Councillor positions keeping in mind the broad diversity of the ASH membership, in particular those practicing clinical hematology.
3. Ensure ongoing identification of qualified candidates for positions on standing and scientific committees and make recommendations to the President-Elect and Executive Committee.

Responsible Party: Nominating Committee

Membership

Goal: *Improve and communicate the value of ASH membership, with a special emphasis on junior members (those individuals in the first five years of membership in the Society).*

Objectives

1. Explore opportunities to identify and recruit non-members – practicing hematologists, oncologists, and scientists conducting research in hematology-related areas – who should be part of ASH and encourage them to join.
2. Identify major market segments of our membership and determine the most effective way to make the Society, and its benefits and services, more valuable to them.
3. Continuously improve and reinforce through communication, the value of ASH membership.

Responsible Party: ASH Secretary

Practice

Goal: *Promote the expertise and represent the interests of the practicing hematologist.*

Objectives

1. Promote the financial viability of hematology practice – by partnering with other societies to promote an appropriate redistribution of health-care dollars toward cognitive services; and by promoting and defending reimbursement for services that hematologists provide. [Executive Committee and Committee on Practice]
2. Develop and help promote new practice models for hematology to promote viability as an independent field of practice.
3. Increase the visibility of clinical hematology practice within the ASH.
4. Increase the visibility of clinical hematology practice in the community and among third parties.
5. Ensure the annual meeting continues to serve the educational and practical needs of practicing hematologists.
6. Increase the public visibility of ASH and the specialty of hematology in general. [Committee on Communications]
7. Develop relationships with hematology-oncology state societies.

Responsible Party: Committee on Practice (unless otherwise specified)

Publishing

Goal: *Ensure Blood's position as the world's preeminent hematology journal.*

Objectives

1. Support a strong role of peer review as it serves to maintain the quality and excellence of ASH publications.
2. Stay abreast of advances in online and print publishing and implement those that will further strengthen *Blood* in its role as the preeminent hematology journal, paying particular attention to potential enhancements of the online journal.
3. Explore alternate publishing and business models for *Blood*.

Responsible Parties: Journals Committee and *Blood* Editor-in-Chief

Quality of Care

Goal: *Promote the highest quality clinical care of patients with hematologic diseases.*

Objectives

1. Develop a plan to position ASH as a leading advocate of quality care, cost effectiveness, and safety, and document the value of the hematologist in the delivery of quality care.
2. Explore the development and dissemination of tools and publications to help practicing clinicians stay abreast of emerging clinical information.
3. Develop performance measures for hematologists that address initiatives by Congress to pay physicians based on performance and also satisfy new ABIM recertification requirements.

Responsible Party: Subcommittee on Quality of Care

Research and Scholarship

Goal: *Attract and motivate researchers beginning their careers to enter and remain in the field of hematology.*

Objectives

1. Provide attractive and diverse awards programs, with a special emphasis on awards to motivate beginning hematologists to follow research careers.
2. Evaluate the award amounts to ensure they remain sufficient.
3. Sustain, and increase when possible, awards programs designed to improve hematology research.
4. Educate potential applicants, supporters, and ASH members about the award opportunities ASH offers.
5. Ensure that a selection process is in place that will result in the highest quality applications and applicants being funded.
 - Funding decisions will result from a review process based on scientific merit and programmatic considerations.

6. Review and regularly evaluate all ASH awards programs.
7. Better utilize ASH's scientific expertise to enhance the quality of the Society's annual meeting and assure that the Society's research and policy agenda reflects scientific priorities. [Scientific committees]
8. Educate trainees about external opportunities for research funding. [Trainee Council]
9. Increase the number of historically disadvantaged minority hematologists who are committed to developing careers in academic medicine and to serving as role models for students and faculty of similar backgrounds.

Responsible Party: Awards Committee and Ad Hoc Minority Committee

Training

Goal: *Develop programs that promote and enhance training in hematology and also increase the number of hematology trainees.*

Objectives

1. Increase involvement of trainees, including PhD trainees and trainees in hematology-related disciplines, in the programs and administration of the Society.
2. Create and maintain a database of hematology trainees and hematology training program directors.
3. Review and periodically update a core hematology curriculum.
4. Promote trainees' understanding of the breadth of careers in hematology.
5. Provide professional development opportunities for training program directors.
6. Develop assessment tools for hematology fellowship training directors to assist them in implementing core competencies.
7. Further develop and evaluate the impact of ASH-sponsored training programs.
8. Increase the participation of underrepresented minorities in hematology training and careers. [Ad Hoc Minority Committee]
9. Develop additional programs and resources that provide mentorship and networking opportunities for fellows and junior faculty.
10. Promote the standardization of the process of offering subspecialty training for incoming hematology and hematology-oncology fellows.
11. Represent the interests of hematologists in recertification issues and physicians-in-training in their RRC. [Shared with Committee on Educational Affairs and Committee on Practice]
12. Design and conduct a longitudinal study of trainees to measure their continuing relationship to hematology and ASH, as well as their professional progress.
13. Explore, develop, and promote new career paths for hematologists.
14. Foster mentoring/networking between hematology trainees and experienced hematologists.

Responsible Parties: Committee on Training Programs