



Strategic Plan: 2014-2016

Vision

The American Society of Colon and Rectal Surgeons is the recognized authority on conditions and diseases of the colon, rectum and anus.

Mission

The American Society of Colon and Rectal Surgeons is an association of surgeons and other professionals dedicated to assuring high quality patient care by advancing the science through research and education for prevention and management of disorders of the colon, rectum and anus.

Beliefs

We believe in patient centered, high quality, high value health care. We achieve this care through professionalism, unique knowledge and skills, and the fellowship of our Society members.

Goals

1. Meet the educational needs of professionals and patients regarding diseases of the small intestine, colon, rectum, and anus.
2. Promote and expand quality research including outcomes, comparative effectiveness of other research for disease(s) of the colon, rectum and anus; and develop and disseminate the framework for the sustainable delivery of value-based surgical care.
3. Promote the specialty, Society and its mission to patients, the public, providers, payors and media.
4. Develop and enhance relevance of the Society to members, patients, industry and other organizations.
5. Maintain and enhance the Society's effectiveness, efficiency and fiscal stability.

(continued)

Three-Year Objectives: 2014-2016
Goals and Objectives are not in priority order.
** denotes a priority for year-1.*

Goal 1: Meet the educational needs of professionals and patients regarding diseases of the small intestine, colon, rectum, and anus.

- 1.1 Ensure that all educational and training products reflect the Society's vision and mission without regard to outside influence.
CME , Professional Outreach, Program and Rectal Cancer Project Committee
- *1.2 Develop, implement and sustain an integrated educational strategy for professionals.
CME, CREST, Program, Rectal Cancer Project and Self Assessment Committee
- 1.3 Develop educational platforms for technical competencies.
CME, Operative Competency Evaluation and Vide Based Education Committee
- 1.4 Disseminate educational platforms that teach and assess technical competencies.
CME, Operative Competency Evaluation and Self Assessment Committee
- 1.5 Develop and disseminate educational platforms for patients.
Clinical Practice Guidelines, Public Relations and Website Committee
- 1.6 Develop and disseminate educational platforms for trainees.
CREST and Operative Competency Evaluation, Residents, Social Media Committee
- 1.7 Enhance collaboration with other societies and organizations to achieve education goals.
Clinical Practice Guidelines, International, Professional Outreach, Program, Rectal Cancer Project Committee
- *1.8 Clarify the goals and objectives of the Educational Endowment Fund.
Finance and Management Committee
- 1.9 Develop web-based research education tools, including study design, funding, and execution.
New Technologies Committee/Research Foundation

Goal 2: Promote and expand quality research including outcomes, comparative effectiveness of other research for disease(s) of the colon, rectum and anus; and develop and disseminate the framework for the sustainable delivery of value-based surgical care.

- 2.1 Gain recognition and increase participation in national quality groups and forums.
Quality Assessment and Safety Committee
- *2.2 Evaluate, develop and disseminate tools for outcome measures to guide effective practice management.
Quality Assessment and Safety and Regional Society Committee
- *2.3 Select disease specific high value outcome measures for adoption by colorectal surgeons in the following areas:
 - 1) enhanced recovery after surgery;
 - 2) colorectal cancer survival (local recurrence and distant recurrence); and
 - 3) shared decision making components of informed consent.***Clinical Practice Guidelines and Rectal Cancer Coordinating Committee***
- 2.4 Perform comparative effectiveness research studies in advanced hemorrhoid disease management, indications for surgical intervention in diverticular disease, optimal management of T1 rectal cancer, and screening and management of anal intraepithelial neoplasia.
Research Foundation
- 2.5 Define and implement principles and processes for the evaluation and adoptions of

new technology, and present this information to the Executive Council.

New Technologies Committee

- *2.6 Develop and implement a research clearinghouse for greater access to research projects participation.

Professional Outreach and Website Committee/Research Foundation

Goal 3: Promote the specialty, Society and its mission to patients, the public, providers, payors and media.

- *3.1 Develop a marketing statement that encompasses aspects of our members – their expertise, knowledge, skill and innovation.

Public Relations Committee

- 3.2 Periodically assess branding (marketing) needs of the ASCRS members for the specialty and profession.

Public Relations Committee

- *3.3 Build and promote the new ASCRS website as THE source for the most up-to-date and comprehensive information regarding our specialty and Society.

Website Committee

- *3.4 Enhance, manage and optimize the use of social media to promote ASCRS.

Clinical Practice Guidelines, Public Relations, Social Media and Young Surgeons Committee

- 3.5 Promote ASCRS as the leading resource for practice guidelines for colon and rectal disease.

Clinical Practice Guidelines and Public Relations Committee

- 3.6 Develop a prioritized comprehensive plan for media interactions to promote ASCRS and public awareness of colorectal diseases.

Public Relations Committee

- 3.7 Promote and increase visibility of ASCRS Research Foundation activities, opportunities, funding and philanthropy.

Research Foundation, Social Media and Website Committee

Goal 4: Develop and enhance relevance of the Society to members, patients, Industry and other organizations.

- 4.1 Increase our impact and participation in the American College of Surgeons in areas of advocacy, education quality and research initiatives.

Executive Council, Healthcare Economics, Professional Outreach, Rectal Cancer Committee/ Research Foundation

- 4.2 Identify key surgical, nonsurgical, lay, and allied health professional associations, and develop a plan to increase collaboration and visibility with these organizations.

Professional Outreach, Public Relations and Social Media Committee

- 4.3 Integrate our presence in key policy organizations, and develop a succession plan for continued involvement in current organizations.

Professional Outreach and Quality Assessment and Safety Committee

- *4.4 Coordinate the activities of ASCRS members participating in outside organizations, including improving communication about those activities and standardizing the message.

Professional Outreach Committee

- 4.5 Develop CME educational opportunities in collaboration with other professional societies.

CME and Professional Outreach Committee

- 4.6 Enhance collaboration and alignment of the American Society of Colon and Rectal Surgeons, the American Board of Colon and Rectal Surgery, the Association of Program Directors for Colon and Rectal Surgery (PDA), and the Residency Review Committee.
President, Executive Council and Operative Competency Evaluation Committee
- *4.7 Enhance the ability of members to navigate a changing socioeconomic and practice environment.
Healthcare Economics and Quality Assessment and Safety Committee
- *4.8 Improve public identity of ASCRS members credentials.
Public Relations and Website Committee
- 4.9 Develop principles and processes for managing and responding to public reporting of outcomes in colorectal diseases, through collaboration and education.
Quality Assessment and Safety Committee

Goal 5: Maintain and enhance the Society's effectiveness, efficiency and fiscal stability.

- *5.1 Determine the optimal leadership structure for ASCRS.
Executive Council Committee
- *5.2 Optimize investments through continuously evaluating the return on investment vs. risk of invested funds.
Finance and Management Committee
- 5.3 Optimize meeting revenues and expenses.
Finance and Management Committee
- 5.4 Increase new revenue through education courses and fellowship materials.
CME and CREST Committee
- 5.5 Evaluate and initiate targeted fundraising.
Finance and Management Committee
- *5.6 Increase membership value and numbers.
Membership Committee
- 5.7 Develop contingency plans for potential losses in current revenues from Fellowships, meetings and the journal.
Finance and Management Committee
- 5.8 Evaluate and align research foundation support.
Executive Council and Research Foundation

End of Strategic Plan