



## Proposed Strategic Plan 2022-2024

### **Goal #1: Membership Recruitment and Engagement**

Develop strategies that focus on recruiting new members and retaining current members to maintain a strong presence in the perfusion community.

1. Strengthen the Membership Committee. **By December 2022**
  - a. Identify additional committee members and necessary resources.
  - b. Utilize the Communications Task Force to support efforts as appropriate.
2. Enhance membership through a review of current offerings and consideration of new offerings.
  - a. Include an emphasis on the following audiences: students, international members, and non-members. **By December 2023**
  - b. Conduct an assessment of new offerings and determine to keep or create additional. **By May 2024**
3. Continue engagement of existing members through the following. **By December 2023**
  - a. Succession planning – to ensure volunteers are consistently recruited.
  - b. Review membership types – determine if changes are needed especially in the international space.
  - c. Create opportunities to increase engagement of current members.

### **Goal #2: Quality Improvement**

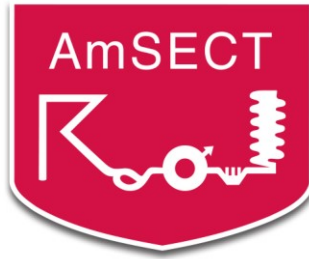
Improve the outcomes for patients undergoing cardiopulmonary bypass by facilitating the endorsement of AmSECT's Standards & Guidelines, developing and standardizing quality improvement tools, and collaborate with the PERForm and PediPERForm registries.

1. Secure endorsement of AmSECT's Standards & Guidelines from the Society of Thoracic Surgeons and the Society of Cardiac Anesthesiologists. Determine other Societies whose endorsement would be beneficial to AmSECT (i.e. AORN). **By December 2023**
2. Create a task force to review existing resources, quality improvement tools and identify gaps for additional quality and safety resources. **By December 2023**
  - a. Provide additional standardized resources for AmSECT members. **By December 2024**
  - b. Resources would potentially include: staffing structure template, work/life balance resources and care plan model.
3. Continue to foster registry collaborations.
  - a. For PERForm Registry, determine best fit/place for AmSECT within PERForm/STS partnership. **By December 2024**
  - b. For PediPERForm Learning Network, monitor process of data sharing and invoicing. **By December 2023**
  - c. Continue research to establish an event reporting mechanism to create one place that assists in improving safety across institutions. (This item may be completed by EOY 2021 and will continue to monitor.) **By December, 2023**

## AMERICAN SOCIETY OF EXTRACORPOREAL TECHNOLOGY

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### **Goal #3: Communication**

Improve the flow of communications between AmSECT volunteers, members and staff by developing resources that articulate needs more clearly and methods to disseminate committee work to the members of AmSECT and larger perfusion community.

1. Utilize the Communications Task Force to fully identify the opportunities and support an increased level of social media activity. **By December 2023**
  - a. Increase social media presence through better defined content plan. Should include:
    - i. Articles from publications. Determine how best to increase promotion of AmSECToday (member only) vs. JECT (available to non-members after embargo period).
    - ii. Current projects from committees.
  - b. Consider looking for a consultant or incorporate increased AmSECT staff support through SmithBucklin.
2. Develop a communication plan to further guide and support AmSECT volunteers. **By December 2023**
  - a. Include process to submit content for emails and social media.
  - b. Include process on submitting website/webpage updates.
3. Research year-round mobile app options and determine pros/cons to AmSECT. **By December 2024**
4. Determine if the Communications Task Force should transition to a committee. **By December 2023**

### **Goal #4: Education**

Create educational programs focused on improving patient outcomes and fostering professional development.

1. Continue to support and further develop resources for the Certified ECMO Adult exam and supporting review course. **By August 2022**
2. Continued support and development of webinars across AmSECT programs. **By December 2023**
  - a. Encourage committees to utilize webinars and offer CEUs.
  - b. Create a standardized form for committees to submit to AmSECT HQ for streamlined process.
3. Support ongoing development of AmSECT University. **By December 2024**
  - a. Including content, pricing and management
  - b. Part 2 of ECMO specialist review course
  - c. Case challenge modules in partnership with AmSECT today
  - d. Identifying institutions specific learning plans with orgs
  - e. Sponsorship opportunities for education activities

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