

American Society of Anesthesiologists Strategic Plan 2007 - 2009

Vision

The American Society of Anesthesiologists is the world's premier medical specialty organization, leading through innovation in patient safety, clinical care, advocacy, education, and research.

Mission

The American Society of Anesthesiologists is an organization of physicians and other professionals, dedicated to serving the best interests of its members and their patients. ASA supports patient safety by promoting improved quality, ethical behavior, discovery of new knowledge, and involvement of an anesthesiologist with every patient receiving anesthesia services, including perioperative care, pain management, and critical care.

Values

Patient Safety	ASA recognizes that safe patient care is our paramount goal. ASA promotes continual improvement in quality and patient safety which results from having an anesthesiologist involved with every patient receiving anesthesia care.
Integrity	ASA promotes honest, ethical and lawful behavior, and respect for patients' rights.
Education:	ASA promotes the dissemination and application of knowledge that improves the care of patients receiving perioperative care, pain management and critical care.
Research	ASA actively promotes the development of new knowledge through basic science, clinical and translational research that leads to improved patient care.
Advocacy	Anesthesiology is the practice of medicine. ASA promotes the value of patient care directed by an anesthesiologist and supports the right of its members to be paid fairly for the professional services they provide.
Leadership and Service	ASA strongly encourages citizenship in its members through active participation in national, state, and local professional organizations, as well as through service to community and charitable organizations. ASA also encourages each member to be actively involved in the political process and in helping direct public policy.

Strategic Priorities

- Education and Training (Innovative Dissemination of Knowledge and Best Practices)
- Advocacy
- Member Value
- Research
- Effective Infrastructure

Strategic Goals and Objectives

Goal 1: Continually advance ASA as the premier anesthesiology education society in the world.

- Objective 1.1: Establish ASA as the primary educator and provider of relevant anesthesia information for members, the rest of medicine, and for the public.
- Objective 1.2: Expand and improve educational opportunities for members, ensuring that these opportunities are innovative, relevant and responsive to member needs for maintenance of certification or licensure.
- Objective 1.3: Expand the use of technology to increase the availability of educational information and events.
- Objective 1.4: Develop and implement additional channels for the dissemination of clinically relevant research.
- Objective 1.5: Maintain and advance ASA's pre-eminence in providing members and others with practice management information and tools.
- Objective 1.6: Present state of the art continuing medical education and the newest research advances in anesthesiology during the Annual Meeting.
- Objective 1.7: Market programs which the ASA currently offers both within the United States and internationally.
- Objective 1.8: Enhance anesthesia educational efforts at resident physicians, fellows, medical students and anesthesiologist assistant students.

Goal 2: Advocate to federal legislative and regulatory bodies that anesthesiology is the practice of medicine, and that its key role in patient safety and quality deserves tangible recognition and support.

- Objective 2.1: Develop effective relationships with key legislators and regulators to help advance ASA's public policy agenda.
- Objective 2.2: Expand member participation in the ASAPAC.
- Objective 2.3: Develop a potent and effective grassroots force for the advancement of anesthesiology and patient safety through education and training of our members as activists in public policy.
- Objective 2.4: Develop effective plans directed toward specific economic and scope of practice concerns for anesthesiologists.
- Objective 2.5: Identify and pursue opportunities for coalition building with other groups, including the American Medical Association, national physician specialty associations and other national health care related organizations.
- Objective 2.6: Establish ASA as a leader and key resource with federal administrative agencies that regulate or impact the practice of anesthesiology.

Goal 3: Advocate to state legislative and regulatory bodies that anesthesiology is the practice of medicine, and that its key role in patient safety and quality deserves tangible recognition.

- Objective 3.1: Help state component societies develop effective relationships with key state legislators and regulators who will help advance ASA's public policy agenda.
- Objective 3.2: Enhance patient safety in each state by developing new and protecting existing state scope of practice laws.
- Objective 3.3: Identify and pursue opportunities for coalition building with state medical societies, state physician specialty associations and state health care related groups.
- Objective 3.4: Promote the stature of the medical practice of anesthesiology before state legislators, regulatory bodies, and the state medical community.

- Goal 4: Educate the public, the larger health community and patients that anesthesiology is the practice of medicine, and that its key role in patient safety and quality deserves tangible recognition.**
- Goal 5: Increase and publicize member value.**
- Objective 5.1: Maintain an organization, in which member value is at the forefront of all administrative and governance activity.
- Objective 5.2: Create programs and offerings that make membership indispensable to those who practice anesthesiology.
- Objective 5.3: Reinforce member value through effective communication, aggressively promoting ASA to those who practice anesthesiology.
- Objective 5.4: Promote the health and welfare of ASA members.
- Objective 5.5: Expand the membership base in innovative ways.
- Goal 6: Strengthen relationships among anesthesiology subspecialists, their societies, and ASA.**
- Goal 7: Support the work and goals of ASA's foundations and supporting organizations: The Foundation for Anesthesia Education & Research, The Anesthesia Patient Safety Foundation, the Wood Library Museum, The Anesthesia Foundation, and The Quality Institute.**
- Objective 7.1: Integrate the work of the foundations with the mission of ASA.
- Objective 7.2: Partner with the foundations to assure adequate resources to accomplish our shared objectives and goals.
- Objective 7.3: Collaborate with the foundations to develop and recruit anesthesiologist leaders for the foundations.
- Goal 8: Develop new knowledge about anesthesia, critical care, pain medicine and perioperative care to foster optimal patient care and advancement of the specialty.**
- Objective 8.1: Support basic science, clinical and translational research.
- Objective 8.2: Support relevant clinical outcomes research
- Objective 8.3: Foster research in cost-effective and efficient strategies for management of the perioperative process.
- Goal 9: Develop an ASA organizational infrastructure to support the achievement of the ASA's mission, values and strategic plan.**
- Objective 9.1: Provide a responsive and cost-effective governance structure
- Objective 9.2: Seek opportunities to reduce energy utilization and costs at ASA.
- Objective 9.3: Develop information technology, training and support for improvements throughout the organizational infrastructure.
- Objective 9.4: Identify and implement association management best practices.
- Objective 9.5: Develop a high-performing, satisfied, member-focused staff.
- Objective 9.6: Dedicate ASA to continuous organizational review and improvement.
- Objective 9.7: Develop diversified sources of revenue
- Objective 9.8: Protect ASA's intellectual property.
- Objective 9.9: Maintain contingency plans for variations in financial performance.