



## **STRATEGIC PLAN 2018-2021**

**Based on 2011 - 2015 Plan  
Revised and updated July 2015  
Revised and updated March 2018**

### **CURRENT VISION**

**The Society of Thoracic Radiology will be the premier cardiothoracic imaging society in the world.**

### **CURRENT MISSION**

**The mission of the Society of Thoracic Radiology is to promote cardiothoracic imaging for excellence in patient care through research and education.**

### **STR VALUES**

**We value our...**

- **Focus on patients**
- **Fellowship, inclusiveness and collegiality**
- **Promotion and mentoring of new and junior members**
- **Collaboration with other organizations**

### **NEW OVERALL STRATEGY FOR 2018**

**Build on organizational strengths and seize new opportunities to redefine the role of radiologists with patients and influence the practice of radiology through...**

- **co-branded clinical practice guidelines and educational offerings with other respected organizations**
- **providing the most up-to-date on-site and online cardiothoracic imaging education available to radiologists, fellows, residents, medical students, allied health professionals and patients**
- **expanded mentoring opportunities for junior members**

## GOALS & STRATEGIES

**GOAL 1: BRANDING: STR will be widely recognized nationally and internationally as the most authoritative voice of cardiothoracic radiology, redefining the role of radiologists with patients and influencing the practice of radiology.**

Strategy 1.1: Utilizing the Big Data Subcommittee, STR will independently, and in partnership with other societies, compile databases to assist in the development of artificial intelligence and deep learning products

- cobrand session at RSNA 2018
- cobrand session with SIIM

Strategy 1.2 STR will work to cobrand with ACR through the development of appropriateness criteria, standards/guidelines and educational courses

Strategy 1.3 STR will continue to monitor ESTI and other international collaborative agreements and amend and/or expand as needed

Strategy 1.4 STR will work with ARRS, ACCP, STS, ATS, ASTRO and others, including course co-branding and scientific sessions

### Key Performance Indicators

- Increase number and quality of collaborative agreements
- Successful co-branded courses and education offerings
- Participation in thoracic imaging database creation and expansion

**GOAL 2: RESEARCH: STR will restructure its current research efforts to accomplish a broader range of objectives and to mentor those who do have grants.**

Strategy 2.1 STR will promote its mentoring program

Strategy 2.2 STR will promote the activities of the Big Data Subcommittee.

Strategy 2.3 STR will expand research efforts by leveraging opportunities with other organizations (e.g. RSNA, SIIM; seed grants) and providing information about grant opportunities from other sources

**Key Performance Indicators**

- Provide opportunities for members to participate in development of databases for big data research activities to provide data and serve as readers/curators on research initiatives.
- Increase the number of mentor/mentee dyads and develop affinity groups under the guidance of the Mentorship and Membership Committees. Monitor participation based on use of STR website activity

**GOAL 3: EDUCATION: STR will increase utilization of all STR products and services throughout and beyond its membership.**

Strategy 3.2 Enhance on-line education and promotion of educational offerings, including value-added distinctions between members and non-members

Strategy 3.3 Increase educational offerings at the annual meeting targeting radiologists in-training and radiologists in-practice, including career development

Strategy 3.4 Develop educational outreach to underserved areas of world

- Develop “boots on the ground” programming, using speakers who are available to travel without direct cost to STR
- Singapore 2018

Strategy 3.5 Explore patient-centric education in partnership with other specialties such as family practice

Strategy 3.6 Develop online educational curriculum: Introduction to Cardiothoracic Imaging geared for medical students and allied health professionals.

**Key Performance Indicators**

- Increase in page visits, number of visitors, including patients

- Increase in registrants at annual meeting and other courses
- Assist development and engage in partnerships with international cardiothoracic imaging organizations underway for outreach to underserved areas of world, followed by tracking use of website and downloads.
- Online Introduction to the Cardiothoracic Imaging Program launch

**GOAL 4: GUIDELINES: STR will develop and disseminate 1 -2 widely accepted, high impact guidelines every several years.**

Strategy 4.1 Develop guidelines collaboratively with ATS, leveraging the ATS pipeline

Strategy 4.2 Work with groups inside and outside of radiology to produce worthy, novel, relevant guidelines in emerging areas of practice

**Key Performance Indicators**

- A high-impact, collaborative guideline produced within 3 years
- Increased collaboration with ATS

**GOAL 5: MEMBERSHIP ENGAGEMENT: Members will recognize and appreciate the additional value STR offers to them and will increasingly engage in its activities.**

Strategy 5.1 STR will develop additional member benefits and engage its members via its website

Tactics:

- Website case of the month
- Website expanded curriculum
- Online forum/blog
- Online hot topics
- Online offerings from annual meeting for non-attendees (*e.g. digital poster sessions*)

Strategy 5.2: STR will promote the mentoring program to personally reach out to newer members and those in training

Strategy 5.3: STR will explore membership incentives with international organizations (ESTI, KSTR, etc.) for meaningful collaboration

Strategy 5.4 STR will explore cost/benefit of offering awards to resident invitees to meeting

Strategy 5.5 STR will explore ways to develop and promote the next generation of STR speakers

**Key Performance Indicators**

- Increased member acquisition and retention
- Increased utilization of services
- Increase the number of mentors and mentees dyads and develop affinity groups within the STR members
- More residents, fellows, and medical students at meeting
- Monitor website utilization
- Increased number of new speakers at the annual meeting

**GOAL 6: ORGANIZATIONAL STEWARDSHIP: STR will continue to improve its financial sustainability and organizational effectiveness.**

Strategy 6.1: There will be a Board-approved annual budget which is reviewed quarterly.

Strategy 6.2: STR will expand industry relationships and increase corporate support

Strategy 6.3 There will be an increase in individual giving opportunities and a subsequent increase in contributions, (including enhanced donor recognition)

**Key Performance Indicators**

- Presentation of and adherence to a balanced budget
- Increased corporate support
- Increased individual giving