

INTRODUCTION

The American Thyroid Association (ATA) continues to be the leading worldwide organization dedicated to the advancement, understanding, prevention, diagnosis and treatment of thyroid disorders and thyroid cancer. ATA is an international individual membership organization with over 1,700 members from 43 countries around the world. Celebrating its 93rd anniversary, ATA delivers its mission through several key endeavors: the publication of highly regarded monthly journals, **THYROID**, *Clinical Thyroidology*, *VideoEndocrinology* and *Clinical Thyroidology for the Public*; annual scientific meetings; annual clinical and research symposia; research grant programs for young investigators; support of online education, resources, information, and awareness initiatives for professionals, the public and patients through www.thyroid.org; and the development of evidence based guidelines for clinical management of thyroid disease.

The ATA is a unique society providing services to the public far beyond its membership numbers. Its clinician scientist members have a wealth of expertise and are mission-driven to improve diagnosis, treatment and cures for patients suffering with thyroid disease and thyroid cancer. The ATA represents the best vehicle worldwide for thyroidologists - to share information that improves detection and treatment of thyroid disease; to advance basic and clinical thyroid research; and to provide a collegial setting for professional development.

AMERICAN THYROID ASSOCIATION MISSION

The ATA is the leading organization devoted to thyroid biology and to the prevention and treatment of thyroid disease through excellence in research, clinical care, education, and public health.

AMERICAN THYROID ASSOCIATION VALUES

The ATA values:

- scientific inquiry
- clinical excellence
- public service
- patient advocacy
- education
- worldwide collaboration and collegiality
- ethical conduct

The ATA is much more than just a professional medical society which conducts meetings and publishes journals. Combined revenues derived from our meeting and annual membership dues support many important activities in fulfilling our mission. These revenues provide membership and meeting access for our young members in post-doctoral and clinical training as they transition to full academic and private practice status. In order to appeal to basic scientists, the ATA has implemented significant discounts for PhD members. The ATA

provides a home for both endocrine surgeons and otolaryngologists to come together to write important guidance for the field.

AMERICAN THYROID ASSOCIATION (ATA) PROGRAMS AND SERVICES

The ATA provides:

- A communication network for national and international thyroidologists.
- An international organization disseminating leading-edge research findings about the full array of thyroid biology and disease.
- “Find-a-thyroid specialist” online physician referral tool connecting ATA clinical thyroidologists experts to patients in North America and around the world.
- Organization of scientific educational symposia, workshops, annual meetings, international congresses, all regarding thyroid research and clinical treatment to improve the lives of patients and the understanding of thyroid function.
- Extensive website resources for the public and health care professionals at www.thyroid.org.
- ATA sponsored Clinical Management Guidelines for thyroid diseases and thyroid cancer.
- The official Journal bundle of the ATA, *THYROID*, *Clinical Thyroidology* and *VideoEndocrinology*.
- A publication written for patients and other interested publics: *Clinical Thyroidology for the Public*.
- Public awareness for thyroid education and thyroid health.
- Professional comment on thyroid drug safety and efficacy.
- Sources of thyroid research grant funding by the ATA.
- Consistent new information organized for the scientist, the clinician, the academic, the patient, and the public.
- Trainees’ Corner to support, provide guidance, career resources, and encourage new endocrinology specialists.
- A society dedicated to thyroidology supporting educational and association benefits for trainees in endocrinology, and other specialties.
- “Friends of the ATA” – a resource for patients to receive monthly updates by email on the latest thyroid research and answers to frequently asked questions.
- Collaborative efforts with endocrine and surgical societies such as The Endocrine Society, the American Association of Clinical Endocrinologists, the American Association of Endocrine Surgeons, the Pediatric Endocrine Society, the American Association of Otolaryngologists – Head and Neck Surgery, and many others.
- Collaborative efforts to hold the International Thyroid Congress with the four world thyroid societies – the Latin American Thyroid Society (LATS), the European Thyroid Association (ETA), the Asia & Oceania Thyroid Association (AOTA), and the ATA.

The philanthropic support of our members and friends, and the public and grateful patients permits the ATA to provide this variety and extent of valuable services.

WEBSITE AND CHARITY ACKNOWLEDGEMENTS

The ATA was awarded the Health and Medical Research Charities “Best Charities in America” “seal of approval” in 2012. Charity Navigator has given the ATA a 4-star rating <http://www.charitynavigator.org/index.cfm?bay=search.summary&orgid=11813>. In 2013, 2014 and 2015 the ATA earned the Interactive Media Award (IMA) for Outstanding Achievement Award in the category of Association.

ATA GROWTH – BUDGET AND ASSETS

Over the past 5 years our budget has grown from 2 to 2.5 million. Our assets have increased from \$4.2 million in 2009 to \$7.9 million in 2015.

ATA	Accrual Basis			
Balance Sheet				
	Dec 31, 12	Dec 31, 13	Dec 31, 14	Dec 31, 15
Cash				\$1,842,932
Investments	\$ 4,455,331	\$ 5,027,737	\$ 4,962,294	\$5,749,058
Other Assets	\$ 1,351,313	\$ 1,611,072	\$ 1,741,318	\$275,599
Total Assets	\$ 5,806,644	\$ 6,638,809	\$6,703,612	\$7,867,588
Liabilities	\$ 419,527	\$ 394,684	\$20,215	\$849,604
Equity	\$ 5,387,116	\$ 6,244,124	\$ 6,683,396	\$7,017,984
Total Liabilities & Equity	\$ 5,806,643	\$ 6,638,808	\$ 6,703,611	\$7,867,588

PATIENT AND PUBLIC OUTREACH

FRIENDS OF THE ATA

The ATA has over 13,000 public subscribers to information sent electronically to those interested in learning more about thyroid disease and thyroid research. The editorial board of *Clinical Thyroidology for the Public*, headed by editor in chief, Alan Farwell, is sent monthly with a calendar of patient events held around the country by members of the ATA Alliance for Patient Education: ThyCa: Thyroid Cancer Survivors, Inc., Light of Life Foundation, and the Graves' Disease Foundation and others. This list is open to the public and is self-subscribed.

THYROID DISEASE BROCHURES IN ENGLISH AND SPANISH

The ATA has web-based educational information in English and Spanish on all subjects related to thyroid disease. Our thyroid patient information is written by expert MD's and PhD's with support from our patient alliance team to ensure they are written with the patient focus in mind. Eighteen (18) thyroid topics are available online: www.thyroid.org/thyroid-information/

PHYSICIAN REFERRAL

A physician referral system is available to the public looking for a thyroid specialist - endocrinologist, surgeon or nuclear medicine physician – and ATA member –accessible from our homepage - <http://www.thyroid.org/patient-thyroid-information/endocrinology-thyroid-doctor/>

INFORMATION TECHNOLOGY

Our website is truly a publication in its own right – providing extensive patient information, physician resources, clinical management guidelines, thyroid news, featuring our Trainees' Corner and extensive information to the profession including Find-A-Physician search capabilities.

The goal of the redesign targeted various aspects of improvement including: refreshing content, updating overall design and navigation, the addition of responsive elements that support mobile deliverability, and enhancements to online patient, professional, and member resource usability and navigation.

Search Engine Optimization (SEO) was a key focus during the re-design, such that, page naming, key words, and content placement were carefully considered through the process. We achieved stability in design, navigation, content deliverability, reliability, and technical elements.

For the past 5 years the ATA has provided an attendee mobile meeting app during its annual conference, a secondary layer of content that is built upon, and compliments the meeting faculty, program, and registrant information.

On the scientific side, the ATA has also developed a mobile iPhone and iPad version of its online web calculators for measuring: Thyroid Cancer Staging, Calcitonin and Carcinoembryonic Antigen (CEA) Doubling Time, and Change in Thyroid Nodule Volume. The calculator app is available from the Apple iTunes store for .99 and development of the Android version of the calculator is in process with the goal of launching in 2016.

The ATA website is in the top 1-5 return results in Google key word searches for many of the thyroid disease and condition terms. The ATA bonafide and valuable guidelines and patient information pages, pdf brochures, FAQ's and educational resources.

THE ATA HAS A SOLID PRESENCE IN THE THYROID COMMUNITY ON SOCIAL MEDIA, INCLUDING:

- OUR FACEBOOK PAGE [HTTP://WWW.FACEBOOK.COM/THYROIDASSOCIATION/](http://www.facebook.com/thyroidassociation/)
(Started July 2011, @ 20,000 Followers)
- Twitter conversations: @thyroidfriends and @amthyroidassn
(Started April 2012, @ 5,000 Followers)
- YouTube channel: <https://www.youtube.com/user/thyroidorg>
(Started 2011, @ 1,000 Followers)
- LinkedIn page <https://www.linkedin.com/company/american-thyroid-association>
(Started 2012, @ 1,600 Followers)

PUBLICATIONS

The launch of a thyroid bundle of official journals of the ATA with editorial boards in place has achieved a high degree of success. Staff and Editors have worked to publish timely monthly issues of *THYROID*, *Clinical Thyroidology* and *VideoEndocrinology* (VE is quarterly) with press releases and news posts on the ATA website. Interactions with Mary Ann Liebert, Inc., publishers are positive and new ideas for a patient newsletter are being explored. *Clinical Thyroidology for the Public* continues to be published monthly and sent to our database of over 13,000 patients. Monthly news to members comes in the form of the SIGNAL newsletter for members and WYNTK (what you need to know) containing bulleted reminders of member benefits and events.

GUIDELINES

The development and publication of clinical management guidelines and other thyroid related guidance documents maintain the ATA's preeminence in the field and support our journal's stature and impact factor.

In partnership with Guideline Central, we have launched 9 guidelines pocket cards that

provides a derivative product for easy reference. The pocket cards are available for purchase and can be downloaded electronically or purchased in print from the ATA website: <http://www.thyroid.org/professionals/ata-professional-guidelines/practice-guidelines-pocketcards/mobile-devices>

EDUCATION

15TH INTERNATIONAL THYROID CONGRESS – OCTOBER 2015

2455 thyroid health professionals (compared to ~1100 at an ATA annual meeting) traveled from 88 countries around the world to attend the 15th ITC. With 442 faculty members compared to the usual ~150 at ATA Annual Meetings) from 33 countries for the 122 scientific program sessions, great thought and consideration was given to the broad range of topics and specialties in thyroidology to ensure the Congress offered the latest research and information in the field. The scientific program included an array of symposia, workshops, and interactive sessions that captured the important information from leaders in basic science and clinical research and its relevance for disease management and patient care. 870 regular call abstract submissions were received for the meeting from 38 countries, 52 of which were presented as oral abstracts and 120 were presented as short oral poster communications. 68 total short call abstract submissions were received from 20 countries, 6 of which were presented as oral abstracts and 8 were accepted as short oral poster communications.

Appreciation was given to AstraZeneca, Genzyme, A Sanofi Company, Bayer Healthcare, IBSA/Akrimax, AbbVie, Veracyte, Ethicon US, LLC and Mary Ann Liebert, Inc. for providing educational grants or donations to support the 15th ITC. 42 companies shared the exhibit space with nearly 1000 posters and 4 expo theaters in an excellent networking environment space to reach key decision makers and generate long-lasting relationships.

HISTORY & ARCHIVES

ATA history and ITC meetings were developed for the first time on the Clark T. Sawin History webpages online <http://www.thyroid.org/about-american-thyroid-association/clark-t-sawin-history-resource-center/>.

SPRING MEETINGS AND SATELLITE SYMPOSIA

Satellite symposia held just prior to the Endocrine Society annual meeting were convened beginning in 2014 as a vehicle for informing the Endocrine community about the ATA clinical management guidelines. Satellites have been held in Chicago (2014 - ATA Guidelines on Thyroid Nodules and Differentiated Thyroid Cancer – Highlights, Controversies and Consensus – 523 attendees), San Diego (2015 – ATA Clinical Management Guidelines on Medullary Thyroid Cancer and Pediatric Thyroid Cancer – Highlights, Consensus and Controversies – 146 attendees), and Boston (March 2016 - ATA Satellite Symposium: Initial Release of New 2016 ATA Guidelines – The Management of Hyperthyroidism and Thyroid Illness during Pregnancy – 242 attendees). The success of these events along with the

increased visibility and awareness of who the ATA is and what we offer have encouraged ATA's efforts.

E. CHESTER RIDGWAY TRAINEES CONFERENCE

Over 150 early career trainees from 20 countries were selected to participate in the Trainee Grant Program. The program provided funding to support the participation of fellows, residents, and medical and graduate students at the 15th ITC. These early career members are first authors on research and cases that were presented at the thyroid congress. Over 300 of the 870 regular call abstracts noted that the first author was a trainee. A list of the 2015 Ridgway Grant Recipients can be found here

<http://www.thyroid.org/professionals/trainees-corner/trainee-recognition/>

"We were excited and inspired to see our early career members participate in the Ridgway Conference and ITC and become involved in the ATA," says Antonio Bianco, MD, PhD, President of the American Thyroid Association and Professor of Medicine, Rush University, Chicago. "They bring new ideas and renewed energy and represent the next generation of potential leaders, and we encourage their continued attendance and participation."

RESEARCH

The research grant program has increased in number from internal and external support. The ATA now administers 14 grants that renew for one year after reporting and financial standards are met. The ATA funds 4 renewable grants, ThyCa: Thyroid Cancer Survivors', Inc. funds 3 renewable grants, Bite Me Cancer funds 1 renewable grant. Funding from outside sources does not cover the significant administrative costs incurred by ATA staff. The ATA research grant program is described and recognized online at <http://www.thyroid.org/professionals/research-grants/>.

ATA MEMBERS

Our Active Members have increased in number by 50% in the last 8 years. Our program of encouraging Trainees to maintain ATA membership as they enter the workforce has successfully transitioned 200 Associate members to Active or Corresponding members in the past 4 years.

In 2015 we welcomed 346 new colleagues to the ATA to bring us to a total of 1871 members. The majority of our members are Active members (48%) who are predominantly endocrinologists (64%) and most members practice in an Academic setting (54%). 17% of our members are surgeons and overall 14% are international.

STRATEGIC IMPLEMENTATION

The ATA continues to implement the strategic plan of January 2015 by organizing a strategic actions retreat in June of 2016 with a diversity of ATA members, balanced for gender, specialty, and training. We will innovate by using the World Café model of group discussion

as recommended by a Board member.

CORPORATE STATUS AND CHARITABLE REGISTRATION

The ATA is legally registered as a foreign corporation in the state of Virginia and has a domestic corporate registration in the state of New York.

DEVELOPMENT AND AWARENESS

AWARENESS MONTHS

This past year we developed an awareness logo for each month of the year and linked to patient brochures in all publications to promote education and potential interest by donors. The 2015 the ATA engaged in online fundraising activities, partnerships and development projects.

THYROID PATIENT VIDEO CHRONICLES

In 2015, members of the ATA Development Committee and staff collaborated with ATA member and patient/family volunteers to carry out the successful planning, production, and filming of a series of 5 philanthropic videos which were recorded in advance of the 2015 International Thyroid Congress last October.

1. Differentiated Thyroid Cancer – Support ATA’s ongoing Research
2. Medullary Thyroid Cancer – Help the ATA Find a Cure
3. Anaplastic Thyroid Cancer – Support Research for Treatments
4. Compilation of all Cancer Videos: Searching for Answers to Thyroid Cancer
5. Ridgway Fellowship Training Program Video

The goal for the videos is to serve as a channel to [encourage support](#) to fund the mission of the ATA in the key areas of research, education and awareness as our thyroid clinicians and researchers seek improved treatments and outcomes for thyroid cancer and diseases.