



AMERICAN THYROID ASSOCIATION STRATEGIC PLAN 2019-2022

Area of Focus	1. Clinical, scientific, and research excellence		
Goal(s)	<ol style="list-style-type: none"> 1. Improve understanding of thyroid biology and pathophysiology, and treatment of thyroid disease. Identify new ways to encourage the growth, and serve the needs of basic science in the ATA as well as attracting those at all levels of training and accomplishment in basic research, including non-members. 2. Ensure the care delivered to patients with thyroid disease is of highest quality, safety, and value. 		
Activities	Year 1: <ol style="list-style-type: none"> 1. Identify priority areas for grant funding; basic, translational, and clinical (G1) 2. Create task for review of awarding ATA research grants (G1), considering diversity 3. Publish summaries of relevant guidelines in non-endocrine journals for primary care providers (G2) 	Year 2: <ol style="list-style-type: none"> 1. Advocacy for thyroid disease; NIH, foundations, and other federal agencies (G1) 2. Partner with Endocrine Society for Advocacy (G1) 3. Implement recommendations from Task Force (G1) 	Year 3: <ol style="list-style-type: none"> 1. Develop quality measures for peri-operative care, hypothyroidism, hyperthyroidism and thyroid cancer care (G2) 2. Raise research funds from industry (G1)
Indicators of success	<ul style="list-style-type: none"> • ATA members engage in high quality science and scholarly activities • The ATA has been instrumental in activities and support that generate new knowledge regardless of whether or not this knowledge has been obtained by ATA members. • The ATA attracts those performing and interested in basic science to its membership and/or meetings. • Patients receive care of highest quality, safety and value • ATA members generate and share new knowledge • Increased access to guidelines • Evidence of changing practice patterns 		
Metrics (quantitative or qualitative)	<ul style="list-style-type: none"> • NIH/DOD/VA or other agency RFA creation (year 3) • Task force creation and delivery (year 1) • Direct grant support • Forums for basic science • Publications • Press/media recognition • Fewer gaps in guideline knowledge • Number of societies engaged • Number of summaries published 		
Authors	Louise Davies, Electron Kebebew, Peter Kopp, Antonio Di Cristofano, Megan Haymart, Tom Giordano, Brendan Stack, Rebecca Schwappe, Robin Peeters, Regina Castro, Charles Emerson, Bobbi Smith		