



AMERICAN THYROID ASSOCIATION STRATEGIC PLAN 2019-2022

Introduction

Visions of ATA as a thriving, successful organization. Key areas of alignment include:

- Increasing membership – in numbers and engagement
- Diversity – in all of its definitions – as something that imbues the organization populace, leadership, and legacy:
 - **Early-career:** incorporating mentoring and growth of the Ridgway and like components;
 - **International:** both for membership potential and for ATA to recognize differences so anyone interested in thyroid feels at home in ATA; and
 - **Outreach to the disciplines:** Surgeons, epidemiologists, public health, etc.
- Take a fresh look at the meeting:
 - Form and format – from length, to session format, to interactivity; and
 - Diverse engagement in learning and sharing
- Guidelines should remain a core strength – in rigor and organizational recognition
 - Identify places where ATA has unique opportunities and don't duplicate efforts of other organizations; and
 - Ensure the guideline development/review process is sustainable
- Further explore and strengthen the role of basic science in the ATA
- Be the first place the public – as individual, as family, as media, as government – turns to for reliable and accessible information and insight when it comes to the thyroid
- Recognize the strength of the journals and further explore the benefit of the journals to the organization (fiscal, mission, knowledge, engagement)
- Clinical and research excellence
- Have a comprehensive strategy around competitors and collaborators in the space. Who should be a partner in which moments and where does ATA need to be the collaborative leader in the space? Thyroid societies around the world have much to contribute and the ATA benefits from our work together.
- Evolve and employ dynamic methods of communication to increase awareness of the organization, its value, opportunities to belong and get involved, and invite participation from the diverse populations ATA wants to interact with and engage
- Align staff resources with organizational goals, scope and interests



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- Assure fiscal security with an eye towards new models of generating resource growth, allowing the ATA to deepen the impact it has in places of current success
- Commit to philosophy, practices, and processes that display transparency in direction – what we are trying to achieve – balanced by nimbleness in our efforts – course correcting, refocusing, and prioritizing as environmental shifts occur
- Continue to be congenial, honorable, meritorious, and welcoming
- Prioritize an inclusive approach to welcome all players who are interested in advancing the field and cause; serving as the professional home and forum for civil discourse of all things “Thyroid”

Mission and Vision

VISION

Optimal thyroid health for all

MISSION

Transforming thyroid care through clinical excellence, education, scientific discovery and advocacy in a collaborative community

ATA VALUES

Scientific inquiry, Clinical excellence, Patient advocacy, Education, Public service, Diversity, equity and inclusion, Ethical conduct, Worldwide collaboration and collegiality

CORE AUDIENCES

Core Audiences
Practicing Endocrinologists
Basic scientists
Fellows/trainees
Industry partners
International
Patients
Philanthropists/donors
Primary Care
Sister Societies (endocrine, surgical, thyroid, related specialties)
Staff
Clinicians
Surgeons
Nuclear Medicine Specialists
Radiologists
Pediatric Endocrinologists



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Pathologists
Clinical Ethicists
Translational Scientists
International Sister Societies (AOTA, ETA, LATS)

Areas of Focus and Goals

Four overarching areas of focus, goals, activities and metrics to track success.

Clinical, scientific, and research excellence

- Goal: 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.
- Goal: Ensure the care that is delivered to patients with thyroid disease is of highest quality, safety, and value

Primary thyroid health education and advocacy resource

- Goal: Better informed thyroid care
- Goal: Improve recognition of the value of high-quality thyroid care

Operational, fiscal, and staffing excellence

- Goal: Assure the fiscal, operational, and programmatic sustainability of the organization

Member diversity, growth, and engagement

- Goal: Increase engagement of members in ATA activities
- Goal: Increase diversity and inclusivity across all arms and activities of the organization
- Goal: Increase membership numbers

Goals, Activities, Indicators of Success, and Metrics

As the staff and leadership work to implement the new strategic plan, the visions of success along with the vision and mission statements of the organization should remain top-of-mind.