

## ASFA Strategic Plan 2011-2013

**Mission:** To advance apheresis medicine for patients, donors and practitioners through education, evidence-based practice, research and advocacy.

**Vision:** To be the leading organization in apheresis dedicated to improving patient and donor care through evidence-based practices and applications.

**Purpose of Strategic Plan:** To review the mission and vision of the Society and use these themes to develop specific strategic goals and objectives for the future. Strategic programs are developed from the goals and objectives in order to confirm specific and measurable activities with accountable parties. The strategic plan is reviewed annually to confirm the status of goals and activities and confirm whether changes are required.

Priority Strategy	Strategic Goal & Objective	Priority Program	Strategic Programs	Accountable Party
4	<b>Education &amp; Training</b> To educate apheresis practitioners, healthcare professionals who request apheresis services for their patients, and patients and donors.  To certify apheresis practitioners.	4	i. Publish a document that details education and training requirements for residents and fellows and share with related organizations.	Apheresis Physician's Committee
		2	ii. Populate 'Patients' section of the ASFA website with patient resources.	Patient Resources Subcommittee
		1	iii. Develop a Regional Meeting to address education needs of apheresis practitioners.	Regional Meeting Special Committee (will need to become responsibility of Education Committee)
		6	iv. Develop brief and specific self-learning modules for use by technicians and donors.	Education Committee
		3	v. Develop communication program (e.g. pocket card or smartphone application) for adverse reactions and other necessary apheresis-related topics.	Apheresis Physician's Committee
		5	vi. Continue to develop the training guidelines for physicians who routinely request apheresis evaluations for their patients.	Apheresis Physician's Committee
		7	vii. Research what would be involved for ASFA to certify apheresis practitioners and	Certification Committee and Head Office

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			develop a strategic plan for implementation.	
5	<b>Evidence-based Practice</b> Implement evidence-based practice for allied health professionals.  Encourage use of evidence-based apheresis world-wide.  Continue to strengthen the use of evidence-based information to identify performance gaps in  Continue to evaluate the field of evidence-based medicine and incorporate into future guidance.	7  5  4  2  1  8  6  3	i. Develop evidence-based process for the writing of the next edition of the <i>Principles of Apheresis</i> textbook.  ii. Develop guidelines and tools to promote evidence-based presentations in the Annual Meeting Education sessions.  iii. Organize an allied health journal club to support critical review of the literature.  iv. Invite international representatives and liaisons to participate in the JCA Categories Subcommittee.  v. Translate the <i>JCA Special Review Issue</i> into multiple languages.  vi. Develop a communication program (e.g. pocket card or smartphone application) for the <i>JCA Special Review Issue</i> tables.  vii. Resurrect performance metrics for apheresis practitioners.  viii. Communicate with future JCA Categories Subcommittee to review the field of evidence-based medicine.	Allied Health Committee  ASFA 2012 Co-Chairs  Education Committee  JCA Categories Subcommittee  Head Office  Communications Committee and Head Office  Apheresis Applications Committee  JCA Categories Subcommittee
2	<b>Membership</b>	7	i. Develop a mentorship program for apheresis professionals.	Membership Committee

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	Reach every apheresis practitioner with information about ASFA.			
	Increase membership retention.	3	ii. Develop a focus group program with potential members to identify useful membership benefits.	Head Office
		1	iii. Support and develop membership through professional relationships and contacts.	ASFA Board of Directors and Committee Chairs
	Maintain Society transparency and leadership succession.	2	iv. Develop a focus group program to re-evaluate membership benefits and their applicability for current members.	Membership Committee and Head Office
	Increase donor apheresis members.	6	v. Develop a targeted membership campaign for non-therapeutic apheresis professionals (e.g. donor technicians and blood centers).	Head Office
	Help members become more active in the Society.	5	vi. Revisit the potential for institutional membership and present proposal to the Board.	Head Office
		8	vii. Develop an emeritus membership program.	Head Office
		4	viii. Continue to develop annual ASFA membership recruitment campaigns (e.g. telephone campaign).	Head Office
1	<b>Collaboration &amp; Outreach</b>	7	i. Evaluate opportunities for international collaboration and education (e.g. host	International Affairs

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	Increase representation from diverse specialities practicing apheresis in ASFA.		international regional meeting).	
	Raise awareness of ASFA's goals with other related societies, organizations, and stakeholders.	2	ii. Develop a membership campaign that directly addresses the diverse specialties practicing apheresis medicine.	Communications Committee
	Work with external groups to forward common objectives.	3	iii. Develop comprehensive communications and marketing plan to market ASFA activities (e.g. journals, webinars, social networking etc.).	Communications Committee
		4	iv. Identify organizations in which ASFA should seek liaison appointments and implement.	Communications Committee
		5	v. Identify organizations that should have a seat at our table and invite liaisons to participate.	Board of Directors
		1	vi. Collaborate with/co-sponsor the Therapeutic Apheresis Academy to reach out to nephrologists	Board of Directors/Regional Meeting Special Committee
		6	vii. Identify organizations that ASFA should have formal memoranda of understanding with and implement.	Communications Committee and Board of Directors
3	Advocacy	3	i. Establish a mechanism that allows the Public Affairs and Advocacy Committee to	Public Affairs and Advocacy Committee

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	Represent the interests of apheresis professionals.		monitor, review, and comment on behalf of ASFA on any regulatory, accrediting, and governing issues that arise.	
	Represent the interests of patients.	1	ii. Correct the 1992 CMS national coverage letter.	Public Affairs and Advocacy Committee
	Improve apheresis reimbursement.	2	iii. Educate insurance companies on evidence-based practice.	Public Affairs and Advocacy Committee
	Inform and educate administrators, regulatory groups, and insurers on apheresis medicine	4	iv. Develop a plan for informing and educating administrators, regulatory groups, and insurers on apheresis medicine.	Public Affairs and Advocacy Committee
<b>6</b>	<b>Research</b> Improve patient and donor care by facilitating and promoting basic translational and clinical research.	1	i. Evaluate the potential for a consensus conference for TTP.	TTP Consensus Conference Special Committee
		2	ii. Create a members-only research section on the ASFA website (that could be accessed by industry) to facilitate connection between researchers and assist with clinical trials design.	Communications Committee
		4	iii. Develop a rare disease registry database.	Apheresis Applications Committee: Rare Disease Registry Subcommittee
		3	iv. Complete the data collection for the ASFA Facility Database and develop an ongoing	Head Office

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maintenance program.

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