

AGA Strategic Plan



Research

Promote basic and clinical research in gastroenterology and hepatology.

Education

Make AGA the home for the highest quality scientific and clinical knowledge for GI clinicians and researchers.

Advocacy

To influence public policies and build political support for the science and practice of gastroenterology and hepatology.

Practice

Provide members with resources, tools and skills to enhance practice and provide quality patient care.



Organizational Capacity

1. The AGA Institute will maintain and build a strong financial basis on which to advance our strategic plan through:
 - ➔ Efficient and effective internal operations.
 - ➔ Strong partnerships between volunteers and staff.
 - ➔ Streamlined and effective governance.
 - ➔ Creation of revenue opportunities from new and existing programs and services.
2. The AGA will maintain and build a strong, diverse, and loyal domestic and international membership by:
 - ➔ Providing unique value to the field.
 - ➔ Focus on enhancing value of membership to trainees and young GIs.
3. The AGA will use cutting-edge technologies to effectively communicate how AGA adds value to the lives of its members.

Research

Goal: Promote basic and clinical research in gastroenterology and hepatology.

- ➔ **Strategy 1:** Create connections between basic and clinical researchers to foster translational research.
 - **Objective A:** Create disease-specific research goals and related research communities to foster collaboration and partnerships.
 - **Objective B:** Develop online translational research networks to facilitate researchers' access to new technologies, materials and resources.
 - **Objective C:** Assure balance between clinical and basic researchers on the Research Policy Committee.
- ➔ **Strategy 2:** Support AGA member participation in clinical research with new data sources.
 - **Objective A:** Encourage research using the AGA Digestive Health Outcomes Registry™.
- ➔ **Strategy 3:** Maximize AGA funds available for research and quantify impact.
 - **Objective A:** Implement AGA Foundation strategic plan.
 - **Objective B:** Develop metrics for all programs and track progress of awardees (advancing science, practice, grants, leadership).
- ➔ **Strategy 4:** Create opportunities for trainees to advance careers in research.
 - **Objective A:** Develop program to provide formal mentoring and less formal guidance to research trainees.
 - **Objective B:** Teach trainees how to have a successful academic/research career.
 - **Objective C:** Promote skills in mentors; honor distinguished mentors.
- ➔ **Strategy 5:** Maintain the prominence and prestige of AGA Institute's original research journals.
 - **Objective A:** Aggressively promote the prestige, reach and readership and manuscript review efficiency of the journals within and outside the GI research community.
 - **Objective B:** Embrace and accommodate new digital publishing technologies, formats and trends in how scientific journals are read, used and funded.

Education

Goal: Make AGA the home for the highest quality scientific and clinical knowledge for GI clinicians and researchers.

- ➔ **Strategy 1:** Utilize digital tools to offer new opportunities for education.
 - **Objective A:** Create a new user-friendly, comprehensive Web site.
 - **Objective B:** Expand digital educational offerings and increase numbers of members who use them.
 - **Objective C:** Evaluate social network opportunities for appropriate AGA involvement and establish a credible presence to advance AGA's strategic goals.
- ➔ **Strategy 2:** Increase prominence of AGA Institute educational programs.
 - **Objective A:** Maintain/expand journal submissions from gastroenterologists throughout the world.
 - **Objective B:** Maintain/expand abstracts submitted to AGA programs.
 - **Objective C:** Increase prominence of and attendance at AGA courses.
 - **Objective D:** Enhance educational offerings on new technologies and training in emerging practice areas.
- ➔ **Strategy 3:** Foster high-quality, competency-based fellowship training and ongoing education for gastroenterologists and hepatologists.
 - **Objective A:** Champion the competency-aligned training objectives in the GI core curriculum.
 - **Objective B:** Use Gastroenterology Teaching Exam outcomes to identify ways AGA can provide support to training programs.
 - **Objective C:** Develop comprehensive self assessment and practice improvement modules that help members meet ABIM Maintenance of Certification (MOC) requirements.
 - **Objective D:** Make cross-cultural care and disparities integral learning issues.
 - **Objective E:** Pilot collaborations with academic medical centers and/or local practices to create customized local education.
 - **Objective F:** Develop CME activities to meet regulatory and payor requirements.
- ➔ **Strategy 4:** Enrich opportunities for trainees in education, leadership skills and career development.
 - **Objective A:** Develop program to provide mentoring and guidance to GI fellows.
 - **Objective B:** Engage trainees through increased participation in AGA programs, representation on committees and regular communications with Governing Board.
 - **Objective C:** Develop the practice skills of GI fellows.
 - **Objective D:** Maintain and enhance the Academic Skills Workshop.



Advocacy

Goal: To influence public policies and build political support for the science and practice of gastroenterology and hepatology.

- ➔ **Strategy 1:** Advocate for increased funding for basic and clinical research.
 - **Objective A:** Secure champions for increased research funding among legislators who oversee NIH funding.
 - **Objective B:** Implement priorities of the National Commission on Digestive Diseases.
- ➔ **Strategy 2:** Advocate for fair compensation for gastroenterologists and hepatologists.
 - **Objective A:** a) Advocate for a new Medicare physician payment system and secure a new formula that provides fair and sustainable professional compensation.
 - **Objective B:** Create performance measures that accurately reflect quality GI patient care to enable GIs to participate effectively in value-based reimbursement.
 - **Objective C:** Maintain AGA's leadership role in areas of practice compensation by active engagement with the RUC, national agencies involved in payment reform and large commercial payors.
 - **Objective D:** Advocate for and work through the processes to ensure fair reimbursement for both physician work times and practice expense inputs.
 - **Objective E:** Take an active and leadership role in CMS, AMA and other processes, as necessary, (e.g., CMS Five-Year Review) that could impact reimbursement for the field.
 - **Objective F:** Develop stronger ties to decision makers at key regulatory agencies.
- ➔ **Strategy 3:** Ensure patients have unencumbered access to gastroenterologists.
 - **Objective A:** Ensure that gastroenterologists can develop specialty “medical homes” for patients with appropriate conditions and receive compensation for coordination of care.
 - **Objective B:** Enhance access for uninsured and underinsured patients to GI services, including colorectal cancer screening, by supporting programs and legislation that promote universal coverage coupled with fair provider compensation.
 - **Objective C:** Create strategic alliances with patient advocacy groups.
 - **Objective D:** Advocate for ability of GIs to administer sedation.
- ➔ **Strategy 4:** Build an effective legislative and political grassroots advocacy network representative of all AGA constituencies.
 - **Objective A:** Cultivate GI advocates who are constituents of legislators with committee appointments important to GI (oversight of NIH, reimbursement, patient access issues).
 - **Objective B:** Mobilize large practice groups, trainees and young GIs.
 - **Objective C:** Use multimedia tools to educate members and train new grassroots advocates.
 - **Objective D:** Increase donations to AGA's political action committee.

Practice

Goal: Provide members with resources, tools and skills to enhance practice and provide quality patient care.

- ➔ **Strategy 1:** Develop measures, standards, services and tools to help clinicians assess the quality of care delivered to patients and improve quality.
 - **Objective A:** Create a nationally endorsed GI measures set.
 - **Objective B:** Identify and create key strategic and contractual partnerships with a data registry company, electronic medical record (EMR) vendors and commercial payors.
 - **Objective C:** Use data to identify gaps in quality care, drive comparative effectiveness studies, and identify the need for practice guidelines and position statements.
 - **Objective D:** Develop AGA tools and educational programs on patient safety and infection control.
- ➔ **Strategy 2:** Help AGA members make business decisions that will help their practices respond to new technologies, policy reforms and enhanced scope of practice.
 - **Objective A:** Create programs and services for practices of all sizes, including small practices that remain independent and/or transition into larger practices.
 - **Objective B:** Coordinate efforts within AGA to support disease-specific goals including coordinated communication, education modules, payor advocacy, public policy and other initiatives.
- ➔ **Strategy 3:** Help members identify, use and get reimbursed for new technologies that improve patient care.
 - **Objective A:** Support the GI technology innovation and development process.
 - **Objective B:** Develop a process to support industry as they navigate the technology process.
 - **Objective C:** Educate members about new technologies and products.
- ➔ **Strategy 4:** Foster loyalty of trainees and young GIs to AGA as they transition into practice.
 - **Objective A:** Create a practice skills workshop (see education objectives).
 - **Objective B:** Build trainee participation at Clinical Congress (see education objectives).
 - **Objective C:** Develop a program to provide mentoring and guidance to gastroenterologists in academic and private practice settings.

