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.

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

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

**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.

1. **Strategy:** Create connections between basic and clinical researchers to foster interdisciplinary research.
   **OBJECTIVES:**
   - Create research communities to foster collaboration and partnerships.
   - Assure balance between clinical and basic researchers on the AGA Institute Research Policy Committee and in AGA programming at Digestive Disease Week® (DDW).

2. **Strategy:** Support AGA member participation in clinical research with new data sources.
   **OBJECTIVE:**
   - Encourage research using the AGA Digestive Health Outcomes Registry®.

3. **Strategy:** Maximize AGA funds available for research and quantify impact.
   **OBJECTIVES:**
   - Fulfill the strategies and objectives of the AGA Research Foundation strategic plan.
   - Using established metrics for the research awards programs, evaluate the return on investment for the research awards offered.

4. **Strategy:** Create opportunities for trainees to advance careers in research.
   **OBJECTIVES:**
   - Continue and expand programs to provide mentoring and guidance to research trainees.
   - Teach trainees how to have a successful academic/research career.
   - Promote skills in mentors; honor distinguished mentors.
   - Connect trainees with senior leaders in the field at DDW or through other AGA meetings and programs.

5. **Strategy:** Maintain the prominence and prestige of AGA Institute’s original research journals.
   **OBJECTIVES:**
   - Aggressively promote the prestige, reach and readership, and manuscript review efficiency of the journals within and outside the GI research community.
   - Embrace and accommodate new digital publishing technologies, formats and trends in how scientific journals are read, used and funded.
   - Maintain/expand journal submissions from gastroenterologists throughout the world.

6. **Strategy:** Establish the AGA as a leading organization in research and education relevant to the gut microbiome.
   **OBJECTIVES:**
   - Establish the AGA Center for Gut Microbiome Research and Education under which all AGA activities pertaining to the microbiome are offered.
EDUCATION GOAL: Make AGA the home for the highest quality scientific and clinical knowledge for GI clinicians and researchers.

1. **Strategy**: Utilize digital tools to offer new opportunities for education.
   **OBJECTIVES**:
   - Create a new user-friendly, comprehensive website.
   - Expand digital educational offerings and increase numbers of members who use them.
   - Evaluate social network opportunities for appropriate AGA involvement and establish a credible presence to advance AGA’s strategic goals.

2. **Strategy**: Increase prominence of AGA Institute educational programs.
   **OBJECTIVES**:
   - Maintain/expand abstracts submitted to AGA programs.
   - Increase prominence of and attendance at AGA courses.
   - Enhance educational offerings on new technologies and training in emerging practice areas.

3. **Strategy**: Foster high-quality, competency-based fellowship training and ongoing education for gastroenterologists and hepatologists.
   **OBJECTIVES**:
   - Champion the competency-aligned training objectives in the GI core curriculum.
   - Use Gastroenterology Teaching Exam outcomes to identify ways AGA can provide support to training programs.
   - Develop comprehensive self assessment and practice improvement modules that help members meet ABIM Maintenance of Certification (MOC) requirements.
   - Make cross-cultural care and disparities integral learning issues.
   - Pilot collaborations with academic medical centers and/or local practices to create customized local education.
   - Develop CME activities to meet regulatory and payor requirements.

4. **Strategy**: Enrich opportunities for trainees in education, leadership skills and career development.
   **OBJECTIVES**
   - Develop program to provide mentoring and guidance to GI fellows.
   - Engage trainees through increased participation in AGA programs, representation on committees and regular communications with Governing Board.
   - Develop the practice skills of GI fellows.
   - 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.

1. **Strategy:** Advocate for increased funding for basic and clinical research.

   **OBJECTIVES:**
   - Secure champions for increased research funding among legislators who oversee NIH funding.
   - Implement priorities of the National Commission on Digestive Diseases.

2. **Strategy:** Advocate for fair compensation for gastroenterologists and hepatologists.

   **OBJECTIVES:**
   - Advocate for a new Medicare physician payment system that provides fair and sustainable professional compensation.
   - Create performance measures that accurately reflect quality GI patient care to enable GIs to participate effectively in value-based reimbursement.
   - 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.
   - Advocate for and work through the processes to ensure fair reimbursement for both physician work times and practice expense inputs.
   - 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.
   - Develop strong ties to decision makers at key regulatory agencies.

3. **Strategy:** Ensure patients have unencumbered access to gastroenterologists.

   **OBJECTIVES:**
   - Ensure that gastroenterologists have the tools to succeed under emerging payment models in order to provide quality, timely care to patients with GI conditions.
   - 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.
   - Create strategic alliances with governmental agencies, other professional societies, coalitions and patient advocacy groups.
   - Advocate for ability of GIs to provide all services necessary to ensure quality care (administer sedation, new technologies, etc.).
   - Ensure an adequate supply of gastroenterologists by advocating for sufficient federal funding of academic training programs.

4. **Strategy:** Build an effective legislative and political grassroots advocacy network representative of all AGA constituencies.

   **OBJECTIVES:**
   - Cultivate GI advocates who are constituents of legislators with committee appointments important to GI (oversight of NIH, reimbursement, patient access issues, etc.).
   - Mobilize practice groups, academicians, scientists, trainees and young GIs.
   - Use targeted, effective tools to educate members and train new grassroots advocates.
   - 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.

1. **Strategy:** Develop measures, standards, services and tools to help clinicians assess the quality of care delivered to patients and improve quality.

   **OBJECTIVES:**
   - Create a nationally endorsed GI measures set.
   - Aggressively pursue key strategic and contractual partnerships with EMR vendors, integrators and commercial payors.
   - Coordinate efforts to meet the minimum UnitedHealthcare thresholds for the AGA Digestive Health Outcomes Registry®.
   - Use data to identify gaps in quality care, drive comparative effectiveness studies, and identify the need for practice guidelines and position statements.
   - Develop AGA tools and educational programs on patient safety and infection control.
   - Develop and implement two modules for the AGA Digestive Health Recognition Program™ (DHRP).

2. **Strategy:** Help AGA members make business decisions that will help their practices respond to new technologies, policy reforms and enhanced scope of practice.

   **OBJECTIVES:**
   - Create programs and services for practices of all sizes, including small practices that remain independent and/or transition into larger practices, under the auspices of the Roadmap to the Future of GI Practice.
   - Coordinate efforts within AGA to support disease-specific goals including coordinated communication, education modules, payor advocacy, public policy and other initiatives.

3. **Strategy:** Establish AGA as the leading society to support innovation and the development of new technology in gastroenterology, hepatology, nutrition and obesity.

   **OBJECTIVES:**
   - Develop a data collection platform to support the collection of data necessary to support medical device development and adoption.
   - Develop mechanisms to educate members and companies about critical research, reimbursement and product development information.

4. **Strategy:** Foster loyalty of trainees and young GIs to AGA as they transition into practice.

   **OBJECTIVES:**
   - Create a practice skills workshop (also see education objectives).
   - Build trainee participation at Clinical Congress (also see education objectives).
   - Develop a program to provide mentoring and guidance to gastroenterologists in academic and private practice settings.

5. **Strategy:** Provide training for members in new technologies.

6. **Strategy:** Increase pace of development of guidelines and performance measures.

7. **Strategy:** Convene a task force to integrate efforts of the AGA Registry and plan for uptake in registry use.