



## SCCT Presidents Page: A Strategy for the Way Ahead



This past year SCCT has been engaged in a process of strategic planning. Why bother you may ask. Since we live in a world of sparse resource and since there are so many different directions we can take this organization, it is important for us to get everyone on the same page with respect to a clear sense of purpose and the desired future of our organization and field. This in turn informs our direction and priorities, and it allows us to focus decision making and allocation of resources.

At SCCT it was important for us to involve all of our members and stakeholders. Hence the process started with collection of input from all of our society members via a survey instrument. We were happy to see so many of our members respond and give input when these surveys were sent out last year, because it speaks to the level of engagement and leadership at all levels of our society. We followed this up with additional input from highly engaged members consistent of approximately 130 committee and board members that served at that time or in the previous three years, which had a very high participation rate. At our Board meeting one year ago the results from these 2 instruments were analyzed and a list of potential strategic priorities was generated.

Early in my tenure we engaged an external strategic planning consultant who helped us to further develop priorities through a series of interviews with small focus groups, Board members and individuals serving on the Executive Committee, which was followed up by a virtual retreat where this input was used to further refine strategic priorities and objectives. At the time of this writing we do have a near final Five Year Strategic Plan that I anticipate to be ratified at the annual scientific meeting (which will be in the past by the time this issue of JCCT is published).

As part of our five-year Strategic Plan we have revisited with our mission statement. The simplified statement now states that our mission is "To improve health outcomes through effective use of cardiovascular CT."

Our strategic plan has identified 5 strategic priorities, namely to promote quality of care and effective use of cardiovascular CT, enhance education, improve patient and provider access to cardiovascular CT, engage clinical care providers, and increase awareness of cardiovascular CT.

There are several strategic objectives that are identified to achieve these goals. These include but are not limited to the following:

- Develop evidence-based guidelines, expert consensus documents and appropriate use criteria and lead efforts in implementation of these statements and guidelines.
- Offer diverse education programs, including both in-person and

online programs.

- Increase accredited interactive online education.
- Develop and promote CCT educational programs in other scientific meetings and/or platforms that are focused on end users.
- Increase access to appropriate coronary CTA.
- Grow membership by engaging wider audiences and through tailored membership categories.
- Increase international engagement and membership through in-person and online learning opportunities.
- Connect with and support non-cardiovascular CT performing physicians.
- Increase collaboration with other societies for mutual benefit.
- Educate and engage patients and the general public regarding the potential use and benefits of CCT.

It has been a tremendous honor to serve the society, and I am looking forward to the leadership of Dr. Ron Blankstein, the new president of SCCT, and his executive committee. I know Ron to be an extraordinary inspirational leader and visionary. Looking back, I am very grateful to our incredible executive Committee and Board of Directors, committee chairs and members and innumerable volunteer leaders, and our Executive Director and the staff of the SCCT, all of you make this society so special. I know that together we will ensure that the future is bright and we do the right things for our patients!

Figure 1:



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