



Saudi Society of Endocrinology and Metabolism

SSEM - Strategic Plan

The Saudi Society of Endocrinology and Metabolism (SSEM) is proud to present its comprehensive strategic plan, designed to drive the society into a future characterized by innovation, excellence, and impactful contributions to the field of endocrinology and metabolism.

1. Introduction:

1.1-Background: The Saudi Society of Endocrinology and Metabolism is a health scientific society in the field of endocrinology, diabetes, and metabolism for both adults and children. Its scope of services covers all regions of the Kingdom of Saudi Arabia. It was established under the Saudi Commission for Health Specialties on 8/9/1430, corresponding to 29/8/2009, and its headquarter is in Riyadh. SSEM has been at the forefront of endocrine research, education, and patient care in Saudi Arabia.

1.2-Current Landscape: The society works to be a part of the development of the kingdom's current healthcare environment and global advancements in endocrinology.

2. Vision

To be the leading national scientific and national reference for the Saudi Endocrinology and Metabolism community in promoting community health care and professional development of health care providers in the field of endocrinology, diabetes, and metabolism.

3. Mission

The Saudi Society of Endocrinology and Metabolism provides professional services to specialists, the community, and the concerned health apparatus in the field of its specialization in endocrinology, diabetes, and metabolism.

4. Values

We believe in the following values, including but not limited to: quality and excellence; leadership and teamwork; fairness and honesty; opportunity and creativity; responsibility; and lifelong learning.

5. SWOT Analysis:

5.1-Strengths: recognizing our established reputation, committed membership, and strategic partnerships.

5.2-Weaknesses: Addressing challenges in technology adoption, diversified member engagement, and external collaboration.

5.3-Opportunities: capitalizing on emerging technologies, international collaborations, and evolving healthcare policies.

5.4-Threats: Mitigating risks associated with global health crises, regulatory changes, and potential resource constraints.

6. Goals and Objectives:

The Saudi Society of Endocrine and Metabolism aims to achieve the following goals:

6.1- Education and Professional development.

6.2- Developing national clinical pathways.

6.3- Promoting research in the field of specialty.

6.4- Membership growth and engagement.

6.5- Public relations and social media presence.

6.6- Enhance collaboration with national, regional, and international authorities to achieve the association's goals.

7. Key Strategies:

7.1-Innovation: Embrace emerging technologies for research, education, and communication.

7.2-Collaboration: Foster collaborations with regional and international endocrinology organizations, research institutions, and healthcare providers.

7.3- Education: Develop cutting-edge educational programs, including workshops, conferences, and digital resources.

7.4- Advocacy: Advocate for policies that advance endocrine health awareness, research funding, and patient care standards.

7.5- Diversity and Inclusion: Promote diversity and inclusion within SSEM, ensuring representation and equal opportunities for all members.

8. Implementation Plan:

8.1- Timeline: A detailed timeline outlining the phased implementation of strategies and initiatives.

8.2- Responsibilities: Clearly defined roles and responsibilities for each strategic initiative.

8.3- Resources: Allocation of resources, including budgetary considerations, partnerships, and technology investments.

Objectives	Functions	Key Metrics (KPI)
1- Uploading financial statements	1.1- Upload lists	1.1- Update yearly.
	1.2- Legally approved lists	1.2- Update yearly.
2- Association branches	2.1- Establishing branches outside the main headquarters.	2.1- 1 branch per year (Minimum)

3- Operational plan	3.1- Having an operational plan for the year 3.2- The existence of a specific mechanism that includes policies and procedures. 3.3- Semi-annual reports on the operational plan progress.	3.1- Update yearly. 3.2- Update yearly. 3.3- 2 reports per year.
---------------------	--	---

8.4- Objectives achievement:

8.4.1- Education and Professional development.

Objectives	Functions	Key Metrics (KPI)
1. Annual meeting.	1.1- On-site meeting(conference)	1.1- Once per year (20- 30) hours.
2. Approved activities of professional development	2.1- Number of approved activities and CME hours of (lectures, seminars, workshops, etc.) organized by the association. 2.2- Number of CME hours for on-site activities and e-activities.	2.1- 8 activities per year (Minimum). 2.2- (20 to 30) CME hours per event (Minimum) for Onsite activities and (8 to 10) CME hours per event (Minimum) for e-activities.
2. Activities without a professional development credits	2.1- Participate in activities with other entities or collaborate with other associations. 2.2- Activities without CME hours, with (attendance registration sheet).	2.1- 8 activities per year (Maximum). 2.2- 8 activities per year (Maximum).

8.4.2- Developing national clinical pathways.

Objectives	Functions	Key Metrics (KPI)
1- Clinical evidence	1.1- Number of clinical evidence issued by the association.	1.1- 4 per year (Minimum).

8.4.3- Promoting research in the field of specialty.

Objectives	Functions	Key Metrics (KPI)
1- Research	<p>1.1- The number of scientific researches supported by the association published or accepted for publication in scientific journals.</p> <p>1.2- Organizing research competitions for active and affiliated members of the association</p>	<p>1.1- 2 supported research projects per year (Maximum).</p> <p>1.2- Once per year (Minimum).</p>
2- Secure Funding for Endocrine Research	<p>2.1- Advocate for increased national funding for endocrine research to advance scientific understanding and treatment options.</p> <p>2.2- Engage with national research funding agencies, collaborate on grant proposals, and demonstrate the societal impact of endocrine research.</p>	<p>2.1- 4 advocacy activities per year.</p> <p>2.2- (2-4) engagement meetings per year (Minimum).</p>
3- Publications	<p>3.1- Providing a scientific journal.</p> <p>3.2- A peer-reviewed scientific journal registered in databases.</p> <p>3.3- Producing scientific publications or posters intended for health practitioners and publishing them on the website.</p>	<p>3.1- Once per year (Minimum).</p> <p>3.2- Once per year (Minimum).</p> <p>3.3- 4 publications per year (Maximum).</p>

8.4.4- Membership growth and engagement.

Attract new members and retain existing ones by enhancing membership benefits, networking opportunities, and professional development programs; supporting research on behalf of the association; and providing the Excellence Award for achievement, distinguished research, popular publication, and rare subspecialties.

Objectives	Functions	Key Metrics (KPI)
1-Members Data	1.1- Providing an updated list of active members, and associate members, including the date of membership.	1.1- 100% data update.

2-Member support	<p>2.1- Discounts for members in association activities.</p> <p>2.2- Supporting association members to attend local conferences (paid).</p> <p>2.3- Supporting association members to attend international conferences (paid).</p> <p>2.4- Supporting members of the association to undertake a scientific trip of no less than a week (paid).</p>	<p>2.1- All association activities-per year.</p> <p>2.2- 10 per year (Maximum).</p> <p>2.3- 5 per year (Maximum).</p> <p>2.4- 10 per year (Maximum).</p>
3- Enhance the members numbers	<p>3.1- Enhance the number of active members.</p> <p>3.2- Enhance the number of associate members.</p> <p>3.3- Enhance the number of students members.</p>	<p>3.1- by 50% per year.</p> <p>3.2- by 60% per year.</p> <p>3.3- by 40% per year.</p>

8.4.5- Public relations and social media presence.

- 8.4.5.1-** Raise Endocrine Health Awareness.
- 8.4.5.2-** Develop the identity and logo of the association.
- 8.4.5.3-** Create or develop a website with an easy-to-use interface.
- 8.4.5.4-** Having an official email address for the association.
- 8.4.5.5-** Creating accounts on social media platforms.
- 8.4.5.6-** Stakeholder engagement.

Objectives	Functions	Key Metrics (KPI)
1- Raise Endocrine Health Awareness	<p>1.1- Organize local awareness campaigns, seminars, and workshops targeting healthcare professionals, patients, and the general public.</p> <p>1.2- Publish an awareness magazine directed to the community in the field of specialization annually (not less than five pages).</p>	<p>1.1- 10 different local awareness activities per year (Minimum).</p> <p>1.2- Once per year (Minimum).</p>
2- The association's website	<p>2.1- Active running website containing (advertisements and news about the association's activities and achievements).</p>	<p>2.1- 4 actives per month (Minimum).</p>
3- Social media	<p>3.1- Having an official account for the association on social media platforms.</p> <p>3.2- Accounts interact with inquiries.</p>	<p>3.1- 3 accounts on different social media platforms.</p> <p>3.2- (24/7)</p>

8.4.6- Enhance collaboration with national, regional, and international authorities to achieve the association's goals.

Enhance collaboration and plans to influence healthcare policies at local, regional, and national levels. This goals organized as:

8.4.6.1- National Level:

8.4.6.1.1- Influence National Health Policies.

Objectives	Functions	Key Metrics (KPI)
2- Influence National Health Policies	2.1- Establish a national advocacy committee, conduct policy research, and participate in national health forums to voice SSEM's perspectives on endocrine health.	2.1- One valid framework agreement with the Authority Per year.

8.4.6.2- Regional Level:

8.4.6.2.1- Collaborate with Regional Healthcare Organizations.

8.4.6.2.2- Standardize Training and Certification.

Objectives	Functions	Key Metrics (KPI)
1- Collaborate with Regional Healthcare Organizations	1.1- Foster partnerships with regional healthcare organizations to collectively address regional endocrine health challenges. 1.2- Attend regional conferences, initiate collaborative research projects, and advocate for standardized regional guidelines for endocrine care.	1.1- (1-2) per year (Minimum). 1.2- Once per year (Minimum).
2- Standardize Training and Certification	2.1- Advocate for the development and standardization of endocrine training programs and certification processes for healthcare professionals. 2.2- Collaborate with regional medical education institutions, accrediting bodies, and healthcare ministries to establish and endorse standardized endocrine training curricula.	2.1- 10 per year (Minimum). 2.2- (5-10) per year (Minimum).

8.4.6.3- International Level:

8.4.6.3.1- Policy Influence on international Guidelines.

Objectives	Functions	Key Metrics (KPI)
1- Policy Influence on international Guidelines	1.1- Work towards influencing international health guidelines to incorporate the latest advancements in endocrinology.	1.1- One international health guideline per year.

9. Financial Sustainability:

By establish financial goals and strategies for sustaining and growing the association's resources.

This may include the followings:

9.1- Increase Membership Revenue:

9.1.1- Implement targeted membership recruitment campaigns.

9.1.2- Develop fee-based educational programs, workshops, and conferences.

9.1.3- Explore partnerships with industry sponsors for events and research collaborations.

9.2- Optimize Grant and Research Funding:

9.2.1- Establish a dedicated grants and research committee.

9.2.2- Cultivate relationships with funding agencies and pharmaceutical companies.

9.2.3- Develop compelling grant proposals aligned with SSEM's mission.

9.3- Enhance Corporate Partnerships:

9.3.1- Offer visibility and recognition through SSEM events and communication channels.

9.3.2- Explore opportunities for joint research projects and initiatives.

9.4- Optimize Event Revenue:

9.4.1- Offer early-bird discounts to encourage early registrations.

9.4.2- Explore virtual event formats to reach a wider audience.

9.5- Implement Cost-Effective Operations:

- 9.5.1- Regularly review and renegotiate contracts with service providers.
- 9.5.2- Implement technology solutions to streamline administrative processes.
- 9.5.3- Conduct regular cost-benefit analyses for major operational expenses.

10. Risk Management:

10.1- Financial Risks:

- 10.1.1- Budget Overruns.
- 10.1.2- Investment Risks.
- 10.1.3- Funding Shortfalls.

10.2- Compliance and Legal Risks:

- 10.2.1- Regulatory Compliance.
- 10.2.2- Legal Liability.

10.3- Governance Risks:

- 10.3.1- Leadership Succession.
- 10.3.2- Decision-making Issues.

11. Monitoring and Evaluation:

11.1- Performance Metrics: A robust set of KPIs, including member satisfaction, research impact, and advocacy effectiveness of implemented strategies.

11.2- Continuous Improvement: By feedback loop for ongoing evaluation and agile adjustments to ensure the plan's effectiveness.

Conclusion:

This strategic plan positions the Saudi Society of Endocrinology and Metabolism as a dynamic and influential force in the ever-evolving field of endocrinology and metabolism. Through collaboration, innovation, and a steadfast commitment to our mission, SSEM aims to lead the way in advancing endocrine health in Saudi Arabia and beyond.