

The Hip Society 2023-2027 Strategic Plan

Approved by the Board of Directors on 03/08/2023

*The mission of The Hip Society is to advance the knowledge and treatment of hip disorders
to improve the lives of patients.*

Strategic Priority 1: RESEARCH

The Hip Society will dedicate funds and resources to encourage, support, and facilitate meaningful high-quality research by The Hip Society members that will strive to answer important questions related to the hip joint.

Goals:

1.1 Facilitate research through mentorship of young investigators.

- Develop a pipeline of young investigators.
- Target diversity.
- Offer mentorship by HS members.
- Develop and support small-scale research projects limited to new members only (within the first five (5) years of membership).
- Ensure new members are aware of access to AJRR data.
- Ensure The Hip Society brand recognition through publications.

1.2 Ensure adequate funding.

- Establish The Hip Society's Legacy Research Fund; secure commitment from members of the Board for an annual contribution of \$1,200; encourage members to donate as well (for an annual contribution goal of \$140,000).
- Dedicate an annual portion of net revenue from CCJR® to research. Board to determine the amount on an annual basis.
- Explore additional sources of funding, such as NIH grants.

1.3 Support focused research.

- Does the research Committee prioritize research objective each year?
- Fund studies that are a priority for the Society and that impact vast majority of members, that have the potential to change the field, are strategic to The Hip Society's brand.
- HS members must be part of research being funded.

- Continued partnership with The Knee Society and AAHKS to fund relevant multi-center studies.

1.4 Build partnerships.

- Tap into basic science groups through the ORS. Increase communication and interaction with NIH/NIAMS.
- Plan, sponsor, and present a hip research session at the ORS Annual Meeting (once every three (3) years).
- Explore funding availability from OREF.
- Continue to develop the Tri-Org group to advocate for research in certain areas.

1.5 Standardize research cycle and build awareness.

- Solidify annual cycle and processes of grant solicitation, review, awarding.
- Develop an RFP as part of the annual solicitation.
- Provide quarterly progress updates to membership to increase awareness and accountability.
- Develop guidelines for consistent and appropriate brand attribution for studies supported and/or funded by The Hip Society.
- Promote HS research to members and non-members through e-Blasts, social media, webinars.

Strategic Priority 2: EDUCATION

The Hip Society will attain and maintain its position as a global leader in education on all topics related to the hip joint.

Goals:

2.1 Present high-quality educational offerings throughout the year.

- Ensure continued success of CCJR® by supporting its Executive Committee, providing the necessary resources, participating in its promotion, encouraging industry participation.
- Ensure continued success of JAMM® through leadership, by providing the necessary resources, participating in its promotion, and encouraging industry participation. Consider collaborations to increase attendance and impact.
- By working collaboratively with The Knee Society and AAHKS, explore strategies to strengthen Specialty Day. Encourage development of new strategies with AAOS.
- Develop an online platform to disseminate digital content to strengthen The Hip Society's brand and broaden its impact; develop a comprehensive strategy for digital content and how it will complement live offerings.

2.2 Define success, develop expectations, ensure relevance.

- As each educational offering has its own goals, environment, and challenges, define criteria of success for each one; conduct annual review of programs to ensure their continued alignment with the mission and budget expectations.
- Understand new/changing meeting attendance patterns and preferences.
- Develop nimble strategies responsive to generational changes.
- Educate the public: develop relationships with the news media to publicize developments in the hip.

2.3 Seek new partnerships.

- Collaborate with allied international groups on quality educational offerings, by providing faculty and/or endorsement if such offerings adhere to the standards of professional medical education and The Hip Society's guidelines for endorsement and participation.
- Encourage collaborative meetings with other societies, i.e., British Hip Society and others.

Strategic Priority 3: DIVERSITY, EQUITY, INCLUSION

The Hip Society will develop and nurture a diverse community of clinicians who are dedicated to advancing the care of patients with hip disorders through a commitment to research and education. The Hip Society is committed to increasing the sex, gender, race, religious and ethnic diversity within its members, reflective of the communities we serve. The Hip Society believes that by fostering diversity and inclusivity within our organization we will be better able to serve our patients, the orthopaedic community and our profession.

Goals:

3.1 Become intentional in identifying potential new members.

- Establish a mentorship matching program of current members and interested mentees focusing on under-represented groups, with a goal of creating a pipeline of new members.
- Encourage members of under-represented groups to apply for the Rothman-Ranawat Traveling Fellowship and the British Traveling Fellowship; fellows become a potential pipeline for future members.
- Use HS-branded educational venues, when possible and feasible, to invite non-member presenters from under-represented groups.
- Partner with other allied organizations to learn from their practices and to tap into new demographics.

3.2 Elevate membership profile.

- Create a public-facing membership page on the HS website, with membership criteria and information, member profiles.
- Develop a membership/DEI-relevant social media strategy to showcase The Hip Society's membership and DEI efforts, and to engage with broader community.

Strategic Priority 4: PEOPLE AND SUSTAINABILITY

The Hip Society will continue to be a healthy, viable and relevant organization as considered by its leadership, members, volunteers, non-members, and staff.

Goals:

4.1 Governance.

- Assure the highest level of effective and efficient governance structure that is achieved through electing mission-driven, engaged, and accountable board and committee members.

4.2 Member engagement.

- Continue to identify new volunteer opportunities for member engagement.
- Maintain open and consistent communication with members regarding The Hip Society's programs, activities, and challenges.
- Conduct member satisfaction surveys every 2 or 3 years.

4.3 Staff.

- Recruit, develop and retain an engaged, informed, empowered and skilled staff to enable The Hip Society to fulfill its mission.
- Ensure staffing is aligned with the annual program of work.
- Ensure staff has the necessary resources and professional development opportunities to maintain the highest level of competence.

4.4 Financial sustainability.

- Ensure financial sustainability through revenue enhancements and operational efficiencies.
- Identify new revenue sources.
- Manage revenue and expenses to within 5-7% of annual budget expectations.
- Produce audited financial statements consistently that demonstrate strong internal controls and sound financial policies.
- Secure operating stability by maintaining at least 12 months of operating reserves.
- Review the investment policy annually and revise as necessary to achieve the desired risk adjusted return while maintaining the appropriate level of liquidity.