
A strategy to ensure that **ENDOCRINOLOGY AND YOUR SOCIETY THRIVE**



Like any organisation, it's really valuable to reflect from time to time on what the priorities need to be for the upcoming few years. Our Society exists to bring together and support the UK endocrinology community and to ensure that our discipline remains vibrant.

We need a strategy to inform us as to how best to achieve that.

Having clear strategic goals helps us work to make our vision a reality. Taking into account the current environment outside the Society and the present challenges experienced by our community is important. A good strategy does not have to be complicated; it should be a straightforward and effective framework that allows an organisation to decide on what activities it should carry out in a given timeframe. An ideal strategy is a helpful, regularly reviewed tool that ensures every element of the Society is working towards the same aims and allows our resources to be deployed most effectively.

Now is a good time for the Society for Endocrinology to be setting a new strategy for two principal reasons:

1. We are emerging from a global pandemic which has changed the way organisations and individuals work, meaning our members are facing different challenges with different expectations of us.
2. There are challenges facing the Society's trading subsidiary, Bioscientifica, which mean the Society's main revenue stream is going to be reduced over the next few years.



Members have always been, and continue to be, at the heart of the Society for Endocrinology. As always we rely on your feedback, ongoing support; together we will ensure that endocrinology and our Society continues to thrive.

MÁRTA KORBONITS, President
IAN RUSSELL, Chief Executive

FINANCIAL STABILITY, OPERATIONAL EFFICIENCY AND ROBUST GOVERNANCE...

... underpin the success of the Society, whatever its strategic priorities. With these in mind we know we must:

- diversify and develop our revenue streams
- improve our membership system and processes
- continue to implement recommendations from our governance review 2020/21.



Strategy 2024–2027

THANK YOU

Thank you to our Trustees, committees, members and corporate partners for your support and engagement with our work. We look forward to collaborating with you in the coming years to make our vision a reality.



OUR VISION: A world where the importance of endocrinology is recognised, and the understanding of hormones and their actions is improved and applied, so that people live longer, healthier and happier lives.

OUR MISSION: To promote and advance the understanding of endocrinology, bringing together the UK endocrine community to share ideas and advance our discipline.



GOAL 1: GROW AND FOSTER A COLLABORATIVE, INCLUSIVE AND FRIENDLY ENDOCRINOLOGY COMMUNITY...

...providing a welcoming home for the endocrine community to increase skills, develop ideas and share best practice, as individuals advance through their careers.

WE WILL DO THIS BY:

- providing opportunities for knowledge sharing, learning and development to all members throughout their careers
- ensuring that the UK contributes to, and benefits from, the international endocrine community
- ensuring that equality, diversity and inclusion principles and practices run through all of the Society's activities.



GOAL 2: FACILITATE THE ADVANCEMENT OF ENDOCRINE SCIENCE...

...bringing researchers together, supporting their development, and providing platforms for knowledge dissemination and discussion, to generate new knowledge that translates to better patient care.

WE WILL DO THIS BY:

- supporting high quality 'bench to bedside' and 'bedside to bench' research, by fostering networking, collaboration and training between disciplines for clinical benefit
- enabling dissemination of knowledge across endocrine science and medicine
- encouraging scientists and healthcare professionals to carry out research.



GOAL 3: IMPROVE AND SUPPORT THE EQUITABLE DELIVERY OF EXCELLENT ENDOCRINE PATIENT CARE...

...supporting the training of healthcare professionals and sharing best clinical practice.

WE WILL DO THIS BY:

- facilitating the generation, sharing and adoption of excellent clinical practice among the endocrine community
- supporting high quality training in endocrinology that meets evolving clinical needs of our members
- promoting patient involvement in their own care and understanding of treatments, through working with patient support groups
- raising the profile of endocrinology and diabetes as an attractive career choice for clinicians, nurses and associated professionals.



GOAL 4: BE AN ACCURATE, TRUSTWORTHY VOICE ON HORMONES AND ENDOCRINE DISORDERS

...by delivering expert scientific and clinical information and by equipping our members with the skills to tackle misinformation and promote good science.

WE WILL DO THIS BY:

- delivering expert, evidence-based information on endocrine-related public policy issues to policymakers
- delivering expert, trustworthy information on endocrine subjects to non-experts to tackle misinformation
- providing information and resources to support teachers of endocrinology at schools, colleges and higher education institutions.

HOW THIS STRATEGY WAS SET

The Trustee-Directors of the Society, who sit on Council, are collectively responsible for setting and monitoring Society strategy, with support and advice from the office team led by the Chief Executive. The Society used two independent facilitators to run an in-person strategy day for Council, including the Trustee-Directors and the Chairs of all of our committees who are non-voting ex-officio members of Council. This meeting was held in Birmingham on 1 February 2023. Following the strategy day, Council further debated and refined the strategic goals and objectives before the draft strategy was issued to Society members for consultation. Member feedback was discussed at Council's meeting on 29 June before the final strategy was approved.