

ESGO Strategy Plan 2012/16

Executive summary

Report as of 09 12 2011

1. Strategy planning process 2011

Considering the changing external and internal environment as well as global and medical trends impacting the field of gynaecological oncology, Prof Ate GJ van der Zee, the immediate past President of the European Society of Gynaecological Oncology (ESGO) initiated a strategy planning process at the end of 2010. The aim was to analyse the current positioning of the Society, define its future as Europe's leader in education, research and care in the field of gynaecological cancer and ensure ESGO's continuous development as an active resource of knowledge, collaboration and network for its members and all professionals in the field.

In January 2011, a core group of ESGO current and past officers and key-opinion leaders gathered for a strategy meeting in Geneva, Switzerland. The purpose was to initiate a brainstorming process to understand the evolving role of ESGO, its mission, vision and values, understand different trends in external and internal environment, and to propose main objectives that should be achieved. Outcomes from the 1st strategy meeting resulted into ESGO Strategy Discussion paper that was presented and discussed by the Council in March 2011 with the aim revise main findings and find agreement on each item. Finally, the Council defined five specific goals for upcoming five years and elaborated strategies how to achieve them. However and taking into the consideration that the handover of the presidency occurs in September 2011, it was agreed that final strategies and midterm operation plan 2011-2016 with timeline and responsibilities will be the remit of the new Council.

At ESGO17 congress in Milano, 11-14 September 2011, Professor van der Zee presented the main outcomes from the strategy planning process to the assembly of members at the Business meeting. Also, series of membership workshops and survey run during the ESGO17 congress in order to collect members' feedback which is vital for understanding needs and motivation of members and ensure continued membership growth.

The challenge to fulfil the main ESGO's goals was handed over to the newly appointed Council lead by Professor Nicoletta Colombo, the ESGO President 2011-2013. The new ESGO Council met in Frankfurt in November 2011 and one of the first immediate tasks was to establish an effective and efficient structure that will enable to meet objectives. In order to support each goal, small committees were established consisting of members of the Council as well as K-opinion leaders from ESGO membership. Committees will take the goals forward in 2012.

In hands with elaboration of the midterm strategic plan, there is a need to secure the society's financial stability and elaborate a sound financial plan.

It is expected that the ESGO Strategic plan 2012-2016 will be finalized by end of June 2012.

2. Mission, Vision and Values

1.1. Vision

Optimal prevention and care for all women in Europe with gynaecological (genital and breast) cancer.

1.2. Mission

European Society of Gynaecological Oncology (ESGO) strives to improve the health and well-being of European women with gynaecological (genital and breast) cancer through prevention, excellence in care, high quality research and education.

1.3. Values

- Independence
- Democracy
- Excellence
- Accessibility
- Leading Edge

1.4. Main area of interest

CARE - RESEARCH - EDUCATION - COLLABORATION - AWARENESS

1.5. Slogan

The European Voice of Gynaecological Oncology!

3. Main objectives

3.1. Main objectives as per core area of interest

CARE

- Establishing multidisciplinary standards for the care of women with gynaecological cancer and acting as the European authority in the field

EDUCATION

- Delivering high quality educational activities and improving training for all healthcare professionals working in the field of gynaecological cancer

RESEARCH

- Creating a platform for collaborative clinical, translational and basic research in Gynaecological cancer in Europe

COLLABORATION

- Promoting collaboration between scientific societies, and healthcare professionals, patient organisations, business, industry and governmental bodies

AWARENESS

- Raising public and governmental awareness of gynaecological cancers, their prevention and treatment

SUSTAINABILITY

- Ensuring ESGO's sustainability and growth

3.2. Selected 5 most important objectives

GOAL 1

Increase audience and interaction

- To explore pros / cons of an annual meeting with 2'500 participants
- 2'000 ESGO Members (ratio of 25% members non gynae oncologist , 40% members from Eastern European countries)

GOAL 2:

Write evidences based guidelines (standards of care) on all gynaecological cancers (shared)

GOAL 3:

Be the coordinating body that sets multidisciplinary standards for the training across Europe

GOAL 4:

Become THE body of European clinical and translational research (through ENGOT and ENTRIGO)

GOAL 5:

Having interaction with public consumers/patients group