ISQua’s Strategy
2022 - 2026

Approved by the Board on 15th June 2022
ISQua’s most recent strategy, which covers 2022-2026, was approved by the Board on 15th June 2022.

We have recommitted to maintaining the overall strategic direction but have projected our key aims across the next five years.

Our mission statement remains the same – ‘to inspire and drive improvement in the quality and safety of healthcare worldwide through education and knowledge sharing, external evaluation, supporting health systems, and connecting people through global networks.’

Our vision has been updated slightly to include ‘for all’ - to be the global leader of healthcare quality and safety transformation for all.

Our Values have also been reviewed and modernised:
- Excellence
- Evidence-Based
- Person-Centred
- Sustainability
- Equity
- Integrity

We have added to our tagline of Knowledge, Network, and Voice, an additional evocative word – Action.
Vision
• To be the global leader of transformation in healthcare quality and safety for all.

Mission
• To inspire and drive improvement in the quality and safety of healthcare worldwide through education and knowledge sharing, external evaluation, supporting health systems, and connecting people through global networks.

Values
• Excellence
• Evidence-based
• Person-Centred
• Sustainability
• Equity
• Integrity

Tagline
• Knowledge, Network, Voice – Action
Regarding strategic direction, the Board has approved for the Society to work on three high-level goals amongst a raft of specific initiatives.

They are to:
1) add even more value to our members and stakeholders,
2) extend our reach further, and
3) engage our partners to a greater degree.

Specific areas where the Board has agreed we should make investments are to:
• develop our website further so that it offers a store of information and expertise for all who need it;
• provide further expertise for those who come to us seeking education in quality and safety;
• grow our capability in external evaluation; and
• provide more expertise in advisory services across-the-board, especially in low- and middle-income settings, but also to those in high-income settings, too.
Strategic Areas

- Membership
- Partnerships & Networks
- Conferences & Virtual Events
- Journals / Publications
- Education
- External Evaluation
- Advisory Services

Goals

- Add value for our Members & Stakeholders
- Extend our Reach
- Engage our Partners
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| Membership | Enhance the everyday value of being a member:  
• More opportunities for professional development.  
• More accessible resources on the website. | 1. Leaders and policymakers.  
2. Health care professionals engaged in direct clinical work  
3. Patients and families.  
4. Low and Middle-Income Countries | Consider establishing Affiliate Membership that allows like-minded organisations that become institutional members to pass on some ISQua membership benefits to their members.  
Consider establishing partnerships with professional societies.  
ISQua Academy as partners for developing the website. |
| Partnerships and networks | Opportunity to connect learn and/or produce.  
Regional leads, as identified. |
| Conference and virtual events | The conference is an opportunity to pick up cutting-edge knowledge and to establish and grow networks.  
The virtual events enable us to reach a global audience with focused content. | 1. Leaders and policymakers.  
2. Health care professionals engaged in direct clinical work  
3. Patients and families.  
4. Low and Middle-Income Countries.  
Add focus on maintaining health, in addition to managing disease. | Regional conferences will always be arranged in partnership with a regional organisation. |
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<td><strong>Journals / Publications</strong></td>
<td>Increased access both as readers and authors.</td>
<td>Actively promote and disseminate content through our website (although not limited to “our own” journals). Establish a series of “White Papers”. Particular focus on enabling authorship from Low- and Middle-Income Countries</td>
<td>Oxford University Press. Editors. Academy. Experts.</td>
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<td><strong>Education</strong></td>
<td>Maintain and consolidate the Fellowship as an offer of high value, easily accessible content at a modest price. Focus is on learning rather than on assessing students against academic standards. Consider offering a Specialist Diploma of high standing.</td>
<td>Broaden reach. A very large proportion of students are coming from a small number of organisations enrolling Fellows in large or very large numbers. High-Income Countries are underrepresented among Fellowship students. Ensure that there are also attractive offers for High-Income Countries.</td>
<td>ISQua will establish joint fellowships with relevant regional partners. ISQua will cooperate with partners ad hoc.</td>
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<td><strong>External Evaluation</strong></td>
<td>Acceptance and recognition among leaders and policymakers that ISQua External Evaluation Association’s International Accreditation Programme is best in class.</td>
<td>Organisations providing external evaluation services to health and social care with a narrower scope than required by the International Accreditation Programme Principles, including for: • Person-centredness. • Sustainability. • Specific clinical services.</td>
<td>New partners might be professional societies involved in external evaluation of specific clinical services. Surveyors.</td>
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<td>Advisory Services</td>
<td>Make a rich source of knowledge in ISQua's network available to clients.</td>
<td>Projects that are aligned with ISQua mission and values, both in terms of aims and in terms of partners and clients. Utilizing subject matter expertise where the ISQua network is strong.</td>
<td>For small projects: Experts and Academicians. For larger projects: • Members of the Accreditation Council. • Large university-based research centres. • Other organizations with a mission aligned to ISQua’s.</td>
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