



# ISQua's Strategy 2022 - 2026

Approved by the Board on 15<sup>th</sup> June 2022

# Introduction

ISQua's most recent strategy, which covers 2022-2026, was approved by the Board on 15<sup>th</sup> 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

# Strategic Direction

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

Strategic Areas / Goals	Add value for our members and stakeholders	Extend our Reach	Engage our Partners
<b>Membership</b>	<p>Enhance the everyday value of being a member:</p> <ul style="list-style-type: none"> <li>• More opportunities for professional development.</li> <li>• More accessible resources on the website.</li> </ul>	<ol style="list-style-type: none"> <li>1. Leaders and policymakers.</li> <li>2. Health care professionals engaged in direct clinical work</li> <li>3. Patients and families.</li> <li>4. Low and Middle-Income Countries</li> </ol>	<p>Consider establishing Affiliate Membership that allows like-minded organisations that become institutional members to pass on some ISQua membership benefits to their members.</p> <p>Consider establishing partnerships with professional societies.</p> <p>ISQua Academy as partners for developing the website.</p>
<b>Partnerships and networks</b>	<p>Opportunity to connect learn and/or produce.</p> <p>A core component of knowledge, network, voice, - action.</p>	<p>Create an active network based on the Person and Family Centred Advisory Council.</p>	<p>Person and Family Centred Advisory Council and The International Coproduction of Health Network (ICoHN).</p> <p>Regional leads, as identified.</p>
<b>Conference and virtual events</b>	<p>The conference is an opportunity to pick up cutting-edge knowledge and to establish and grow networks.</p> <p>The virtual events enable us to reach a global audience with focused content.</p>	<ol style="list-style-type: none"> <li>1. Leaders and policymakers.</li> <li>2. Health care professionals engaged in direct clinical work</li> <li>3. Patients and families.</li> <li>4. Low and Middle-Income Countries.</li> </ol> <p>Add focus on maintaining health, in addition to managing disease.</p>	<p>Regional conferences will always be arranged in partnership with a regional organisation.</p>

Strategic Areas / Goals	Add value for our members and stakeholders	Extend our Reach	Engage our Partners
Journals / Publications	Increased access both as readers and authors.	<p>Actively promote and disseminate content through our website (although not limited to “our own” journals).</p> <p>Establish a series of “White Papers”.</p> <p>Particular focus on enabling authorship from Low- and Middle-Income Countries</p>	<p>Oxford University Press.</p> <p>Editors.</p> <p>Academy.</p> <p>Experts.</p>
Education	<p>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.</p> <p>Consider offering a Specialist Diploma of high standing.</p>	<p>Broaden reach. A very large proportion of students are coming from a small number of organisations enrolling Fellows in large or very large numbers.</p> <p>High-Income Countries are underrepresented among Fellowship students.</p> <p>Ensure that there are also attractive offers for High-Income Countries.</p>	<p>ISQua will establish joint fellowships with relevant regional partners.</p> <p>ISQua will cooperate with partners ad hoc.</p>
External Evaluation	Acceptance and recognition among leaders and policymakers that ISQua External Evaluation Association’s International Accreditation Programme is best in class.	<p>Organisations providing external evaluation services to health and social care with a narrower scope than required by the International Accreditation Programme Principles, including for:</p> <ul style="list-style-type: none"> <li>• Person-centredness.</li> <li>• Sustainability.</li> <li>• Specific clinical services.</li> </ul>	<p>New partners might be professional societies involved in external evaluation of specific clinical services.</p> <p>Surveyors.</p>

Strategic Areas / Goals	Add value for our members and stakeholders	Extend our Reach	Engage our Partners
<b>Advisory Services</b>	Make a rich source of knowledge in ISQua's network available to clients.	<p>Projects that are aligned with ISQua mission and values, both in terms of aims and in terms of partners and clients.</p> <p>Utilizing subject matter expertise where the ISQua network is strong.</p>	<p>For small projects: Experts and Academicians.</p> <p>For larger projects:</p> <ul style="list-style-type: none"> <li>• Members of the Accreditation Council.</li> <li>• Large university-based research centres.</li> <li>• Other organizations with a mission aligned to ISQua's.</li> </ul>