



American Association of Hip and Knee Surgeons 2019 – 2021 Strategic Plan

MISSION

Advance hip and knee patient care through education, advocacy and research.

TAGLINE/INFORMAL MISSION

AAHKS: Educate. Advocate. Investigate.

VALUES

AAHKS is committed to the following values:

1. Inclusivity
2. Volunteerism
3. Life-long Learning
4. Integrity
5. Proactivity
6. Professionalism
7. Humanitarianism

GOALS

Membership: AAHKS will expand and diversify the membership.

Finance: AAHKS will maintain a healthy financial position.

Organizational Capacity: AAHKS will have the organizational capacity to meet member needs.

Research: AAHKS will support and improve hip and knee patient care through research.

GOALS, OBJECTIVES, STRATEGIES

Goal: Membership – AAHKS will expand and diversify the membership.

Membership Objective 1: Continue 10% annual growth.

Strategies

- Focus on expanding membership for clinical affiliate groups, such as PAs.
- Seek to enroll 100% of Fellows prior to graduation.
- Develop approaches to involve members in recruiting and retaining members.
- Increase promotion of AAHKS and its programs in print and digital formats.

Membership Objective 2: Review membership categories annually.

Strategies

- Review membership categories to ensure they continue to reflect the field of arthroplasty.
- Revise and/or develop recruiting materials based on the annual review to ensure membership growth goals are met.

Membership Objective 3: Conduct biennial member needs assessment.

Strategies

- Review and update needs assessment survey questions.
- Survey specific member segments.

Goal: Finance – AAHKS will ensure a healthy financial position.

Finance Objective 1: Effectively manage resources to achieve the Mission.

Strategies

- Establish annual budgets that better allocate resources to programs and activities.
- Create a methodology to allocate indirect expense.
- Maintain and review sound financial policies consistent with best practices.
- Sustain and grow FARE.

Finance Objective 2: Commit funds in excess of required reserves to achieve the Mission.

Strategies

- Develop and implement standardized processes to evaluate use of available reserve funds.
- Create an evaluation methodology to determine the effectiveness of reserve funds spending.

Goal: Organizational Capacity – AAHKS will have the organizational capacity to meet member needs.

Organizational Capacity Objective 1: Optimize the Association’s infrastructure to enhance member education.

Strategies

- Create innovative needs assessment/evaluation formats.
- Develop innovative learning formats.
- Generate position statements and CPGs in collaboration with other stakeholders.
- Foster collaboration within the larger orthopaedic education community.

Organizational Capacity Objective 2: Ensure that the infrastructure effectively supports the Association’s regulatory and legislative agenda.

Strategies

- Survey members to guide advocacy activities and goals.
- Increase members’ awareness of our advocacy efforts.
- Achieve a greater number of members’ support of the PAC, above the average number of members in other subspecialties.
- Explore engaging patients to support advocacy efforts.
- Expand advocacy communication and collaboration with partner organizations including AAOS and their AJRR, The Hip Society and The Knee Society.

Goal: Research – AAHKS will support and improve hip and knee patient care through research.

Research Objective 1: Support multi-center and individual member research.

Strategies

- Identify, prioritize and evaluate essential arthroplasty research.
- Foster collaboration through the research consortium.
- Support conducting, completing and disseminating results to benefit patients.
- Evaluate research outcomes.
- Support the development of highest quality CPGs.