



## Strategic Plan 2025 – 2027

### **Mission:**

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Excellence in hip and knee care

### **Vision:**

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To be the definitive global authority in hip and knee care

### **Core Values:**

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#### **Excellence:**

We are committed to the highest standards of hip and knee care and professionalism, continually seeking to surpass our achievements and lead by example in the orthopaedic community.

#### **Integrity:**

We uphold the highest ethical standards, ensuring transparency, honesty and fairness in our interactions with our members, partners and members' patients.

#### **Patient-Centered:**

We prioritize the needs and wellbeing of our members' patients at every stage of care, ensuring that we are aligned with the best interests.

#### **Innovation:**

We continuously seek new ways to improve hip and knee care, embracing cutting-edge technologies and innovative research that drive the field forward.

#### **Collaboration:**

We believe in the power of working together, both within our organization and with external partners, to achieve common goals and amplify our impact.

#### **Lifelong Learning:**

We prioritize ongoing education and growth, fostering a culture of continuous learning among our members to stay at the forefront of advancements in hip and knee care.

#### **Inclusivity:**

We embrace diversity in all its forms, striving to create an environment where every individual feels valued, respected and empowered.

### **Strategic Goals**

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#### **Education**

Affirm AAHKS' position as the premier global educational hub in hip and knee care.

#### **Research:**

Position AAHKS as a leader in arthroplasty research, emphasizing commitment to driving forward the field of hip and knee care through rigorous scientific inquiry and collaborative exploration.

### **Advocacy**

Fortify advocacy efforts to protect and advance the field of hip and knee care, ensuring optimal care quality, informed and sustainable practice and the attraction of new talent to the specialty.

### **Collaboration**

Enhance AAHKS' role as a global leader in hip and knee care through strategic collaborations that expand international reach, enhance research capabilities and elevate educational quality.

### **Membership**

Cultivate a robust, engaged and diverse community of orthopaedic hip and knee professionals.

### **Financial Sustainability**

Continue to strengthen the economic foundation to ensure the organization's long-term sustainability and capacity to thrive.

### **Leadership, Governance, and Organizational Excellence: Strengthening Foundations for Global Impact**

Reinforce AAHKS' position as a global leader.

## **Strategic Goals and Objectives:**

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### **Education**

Affirm AAHKS' status as a leading global authority for comprehensive and innovative education in hip and knee care.

#### **Objectives:**

1. Evaluate Spring Meeting sustainability and viability, while working to increase participation at the Spring Meeting by seeking new groups of potential attendees and members in the next two meeting cycles.
2. Increase our followership and engagement on professional social media platforms by the next year.
3. Expand the listenership of all AAHKS branded podcasts.
4. Debut new patient education site and conduct effective marketing to increase members' knowledge of and utilization of the patient resources.
5. Develop new educational resources in multiple formats for members and their patients.

### **Research**

Position AAHKS as a leader in orthopaedic research, emphasizing commitment to driving forward the field of hip and knee care through rigorous scientific inquiry and collaborative exploration.

#### **Objectives:**

1. Establish foundational research support.
2. Foster collaboration through the research consortium and partnership.
3. Increase funding for clinical research through initiatives with FARE, OREF and AAOS.
4. Evaluate and synthesize research outcomes to support best practices based on high quality CPGs in collaboration with the evidence-based medicine (EBM) committee and other stakeholders.
5. Disseminate knowledge to members and patients.
6. Support multi-center and individual member research.

### **Advocacy**

Fortify advocacy efforts to protect and advance the field of hip and knee care, ensuring optimal care quality, informed and sustainable practice and the attraction of new talent to the specialty.

**Objectives:**

1. Achieve legislative and regulatory advancements that guarantee patient access to the highest standards of arthroplasty care within the next three years.
2. Develop and distribute quarterly updates and guidelines to members about the latest practices, policies and standards in arthroplasty by the end of the fiscal year.
3. Implement a series of resources by next year that support the adoption of sustainable practices across member clinics and hospitals.
4. Assist AJRR in seeking federal funding to ensure highest quality data is collected and disseminated.

**Collaboration**

Enhance AAHKS' role as a global leader in hip and knee care through strategic collaborations that expand international reach, enhance research capabilities and elevate educational quality.

**Objectives:**

1. Conduct at least two additional co-branded meetings each year starting from the next fiscal year.
2. Formalize ongoing partnerships with at least four major orthopaedic societies within the next two years.
3. Lead the development or refinement of at least three CPGs over the next three years with collaborative inputs from multiple stakeholders.
4. Develop new joint initiatives with the AJRR that enhance data collection and analysis capabilities by the end of the next year.

**Membership**

Cultivate a robust, engaged and diverse community of orthopaedic hip and knee professionals.

**Objectives:**

1. Implement comprehensive well-being programs for our members within the next two years.
2. Increase diversity across all member categories.
3. Market and expand Associate membership.
4. Seek to engage 100 percent of the new arthroplasty fellows in AAHKS.
5. Continue to expand international membership in underrepresented areas such as the Middle East and Africa.

**Financial Sustainability**

Continue to strengthen the economic foundation to ensure the organization's long-term sustainability and capacity to thrive.

**Objectives:**

1. Increase industry-related funding and support in the Fellowship Grant program.
2. Develop new areas of collaboration and support with industry.
3. Establish guidelines and policies to safeguard physician decision-making autonomy.
4. Boost the net profitability and impact of annual meetings by five percent annually.
5. Implement strategies to maintain professional independence and prevent market monopolization.
6. Develop and launch at least one new revenue-generating initiative by the end of the next fiscal year.
7. Continue to ensure robust financial monitoring and optimize resource allocation.

8. Achieve a transparency rating improvement as measured by an external audit within the next year.
9. Review and optimize the investment portfolio annually to maximize returns without compromising risk management.

### **Leadership, Governance and Organizational Excellence**

Reinforce AAHKS' position as a global leader.

#### **Objectives:**

1. Establish the organization as the leading global source of knowledge and expertise in hip and knee care.
2. Significantly expand the organization's reach and influence by increasing its membership base globally.
3. Ensure that all members have access to the latest developments and technologies in hip and knee care.
4. Support the sustainability and operational viability of practices within the field.
5. Enhance the educational offerings to equip members with state-of-the-art knowledge and skills.