

1. Strategic Development Plan 2017- 2021

2. Introduction

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The Society of Cardiologists and Angiologists of Bosnia and Herzegovina (the SC BiH) is a non-profit medical organization with 210 members from different regions in Bosnia and Herzegovina (Federation of BiH and Republika Srpska)

Our mission is to reduce the number of cardiovascular diseases in BiH, to educate health professionals in the field of cardiology in order to be able to provide the best results in primary and secondary prevention of cardiovascular diseases and treatment of cardiac patients in BiH.

In the realization of such a mission we have been organizing a series of scientific and educational activities with other related associations in BiH, countries in the region, following suggestions of the European Society of Cardiology (ESC), which has a membership of 95000 cardiology professionals from 56 countries.

Although our mission has always been clear and well defined, it has become more complex lately. Therefore, it is of vital interest to ensure that our strategic priorities remain relevant to changes in the ESC. That is why we had provided legal regulations (registered in the Ministry of Justice of BiH), and adopted the Statute and the Rules of Procedure in the period 2013- 2016.

I would like to thank many participants who have helped the development of this strategic plan, and members who have supported this process. The following slides provide a brief overview of the process itself; an introduction to the Strategic Development Plan 2017- 2021, that is adjusted to the ESC Strategic Plan in which I had actively participated during the Spring ESC Summit in March.

3. About us

This document is a short overview of the SC BiH Strategic Plan of Development written according to the ESC guidelines. This plan does not attempt to cover the full range of undertaken strategic reviews or to expand many factors that have influenced the form and directions of the plan.

The SC BiH is a voluntary, medical and scientific society that gathers 210 cardiologists and related experts. The advantage of the SC BiH is that it uniquely refers to the entire field of cardiology through its organizational structures of the constituent organs. The SC BiH consists of 15 working groups that cover all areas of cardiology, pediatric cardiology, angiology and cardio surgery.

The working groups provide education and training programs, and they are a powerful source of high quality based on scientific evidence. Our members are recognized reviewers of the ESC guidelines, and their opinions are well respected. Papers and articles written by members are published on a regular basis. The ESC clinical practice guidelines are mainly translated and widely used in Bosnia and Herzegovina. The guidelines for the prevention of cardiovascular diseases are accepted by the WHO and the Ministry of Health of the Federation BiH and Republika Srpska. The ESC congresses, professional meetings and symposia are among the most important events in cardiology, and also well known for their high accreditation class by the European Board for Accreditation in Cardiology (EBAC).

The SCBiH members coordinate in many studies throughout Europe, participating in expert analyzes at each stage of research therapy, participating in creating of registers for cardiovascular diseases in BiH and the ESC, as well as creating registers for cardiovascular diseases with neighbouring countries, all with aim to raise the quality of health care for cardiovascular patients.

4. The Process of Strategic Planning

The process of strategic planning is adjusted to the ESC strategic planning to ensure that future

goals are in line with mission and vision. The process identified threats and possibilities and followed major trends such as big changes in population demography (displacements), the role of social media and information technologies, as well as the economic crisis that affects health care funding.

In launching this process, the SC BiH aims to establish a long-term framework for making important decisions. We would like to ensure that the SCBiH is economically sustainable, i.e. incomes and investments are sustainable and secure (management boards, long-term contracts with pharmaceutical companies, the Ministry of Health, etc.). All strategic goals and consequent actions should be measurable, and the strategic planning process itself must comprise the scientific and financial construction.

In the strategic planning the SC BiH leaders should concentrate to five focuses: membership, congresses, education, and representation. These segments are in line with the ESC development activities 2017- 2021. Focus carriers are the SCBiH working groups that need to guide following processes:

- define planned results
- analyze current processes and activities
- create goals
- establishes measurable actions for delivering goals (recommendations of the ESC)

Ask each working group to reconsider key strategic issues:

Demographic changes in the field of cardiology

Technological revolution in IT and social networks

Globalization and geographical range

Strict regulatory environment

Engagement of membership and employment

5.

The five areas in focus are organized in the manner that membership is the foundation of society. This key aspect supports the SCBiH core activities: research, congresses and education. The final program for revised strategies is in accordance with the ESC mission and vision. The number of goals came from planned educations and each is supported by a detailed action plan covering implementation and continuous monitoring of progress. Of these goals, five have been identified as the core element of the SC BiH strategy of development plan.

The aim of the SCBiH strategy of plan development 2017- 2021 is improvement of the efficiency and sustainability the SC BiH, and transformation to achieve mission of our society (recommendations of the ESC). The basic of the SCBiH strategy of development plan are:

Individual membership: to work constantly in preserving the existing membership, to motivate them to be more active through the SC BiH programs, to animate young colleagues through programs of working groups for young cardiologists. In 2016, the ESC congress in Rome offered four levels of memberships: a member, a professional member, a professional plus member, and an associate member. The category "member" will be for free and it will be automatically offered to members of national cardiologists' associations.

The other categories will be subject to reimbursement. The list of benefits and access to services depends on the category and are designed to encourage a new scheme.

Educational portfolio: the SCBiH will provide training and education available to all the SC BiH members (the program is set up on the website). National coordinators for education will continue with update of educational programs on website for all members of the SC BiH.

6.

Coordination of research: the SC BiH will monitor innovations in the ESC research projects and actively participate in each of the offered ESC research activities. We will continue to offer expert

analyzes in each phase of research therapy, the creation of guidelines, registers and other the ESC research projects according to our capabilities. Our the SC working groups for young will continue to educate members in the ESC schools.

Model of congress: the SC BiH will organize congresses each two years as the SC of neighbouring countries.. the scientific quality of congress and education will remain the pillars of the SCBiH and it will be adjusted according to the changing demands of membership. We will form the working group for the scientific board of congress which will create scientific program of congress. In accordance with material possibilities we will try to develop a virtual congress testing program with live streaming (the ESC recommendation).

Managing advocacy: the SC BiH will try to develop PR activities to support our efforts and to influence cardiovascular policies, thus animate legal actors to support our mission. With PR activities we will coordinate all elements of propagations so that essential information can be clearly and concisely distributed to those who need it.

7. The bearers of strategy

Our mission: to reduce in incidence of cardiovascular diseases in BiH

Our vision: the SC BiH will be recognized as the leading authority for scientific and educative programs that improve cardiovascular health. To achieve that it is necessary to:

- promote the SC BiH as a professional association and together with the ESC strengthen our value
- be primary resource for the professional development of cardiovascular health workers
- be a key coordinator in research and innovation
- be the voice of the ESC membership. we
- to advocate for the highest standards of cardiovascular care for patients and promote cardiovascular health.

Strategic goals

- gender table (70% of cardiologists in training are women as in the ESC)
- generational difference (to introduce as many young people as possible in the SC BiH)
- geographical area (to consolidate the work of cardiologists in FBiH and RS)
- to provide financial structure of the SCBiH work (self- financing, co- financing of ministries, etc.)
- IT development(live broadcasting of educational courses, the ESC courses, congresses, etc.)
- members engagement, new memberships recruitment (engagement of working groups)

8. ADVOCACY

-to make an impact, to manage our brand and to exploit our reputation

KEY GOALS

- to improve the coordination and management of the SC BiH activities with members' activities
- to provide a faster and more efficient response to requests for comment and opinion on relevant issues (to improve the web availability of the chairmen of working groups)
- to improve the promotion of cardiovascular issues related to the SCBiH and its work.

KEY ACTIONS

- to develop web list of events and start the detailed coordination, management and monitoring of processes
- to appoint and to train professional PR for the SCBiH
- to secure education for the SC BiH members, so they can fast adjust to all target groups
- to develop plans so that all social media, including social networks are to be fully used.

RESEARCH

KEY GOALS:

- to improve coordination of research
- to improve approaches and visibility of research
- to improve quality and value through educational
- to provide better focus for innovations
- to make better influence to regulatory framework of research
- to make bigger influence to distribution of research funds (ask the access of the ESC)

KEY ACTIONS:

- to engage working group for education for implementation of key goals via the ESC
- to develop a new process for internal and external communications (IT technologies)
- to establish national program of the ESC (to create working groups for scientific program that will manage all professional meetings, symposiums and congresses).

10. EDUCATION

KEY GOALS:

- to create working groups for education that will coordinate, assess and approve educative programs of the SCBiH
- to get CME and CPD accreditations for relevant education
- to protect reputation of the SCBiH from arbitrary programs of educational
- working group for education to bring educative programs of the ESC and timely make public competition on the website of the SCBiH and recommend type of financial support for candidates

KEY ACTIONS:

- to develop and implement educative plan and program
- to be involved in the latest technologies for advanced learning

CONGRESS

KEY GOALS:

- that the SCBiH congress became "must-attend" event with live streaming
- to form scientific board of the congress consisted of eminent experts in the SCBiH
- to expand the activities of public
- to ask support of non-health companies

KEY ACTIONS:

- to develop national program of the highest class and to secure that the format of the congress is adjustable according to public needs
- to design and implement initiative to include new public
- to develop and test the concept of virtual congress according to financial capabilities

10.

MEMBERSHIP

- to engage with professional staff and to expand membership.

KEY GOALS:

- to recruit young members with form in the working group for young colleagues (upto 40 years old)
- to expand initiative for individual membership
- to provide support for organization capable for the promotion and development of initiative

KEY ACTIONS:

- to support the ESC initiative for individual membership to the ESC congress 2016 in Rome
- to present values for membership in the ESC
- to implement the plan of communication that will bring a new membership

11. The SCBiH would like to thank to all its members and the ESC for their contribution and

dedication to create strategic plan of development 2017-2021.