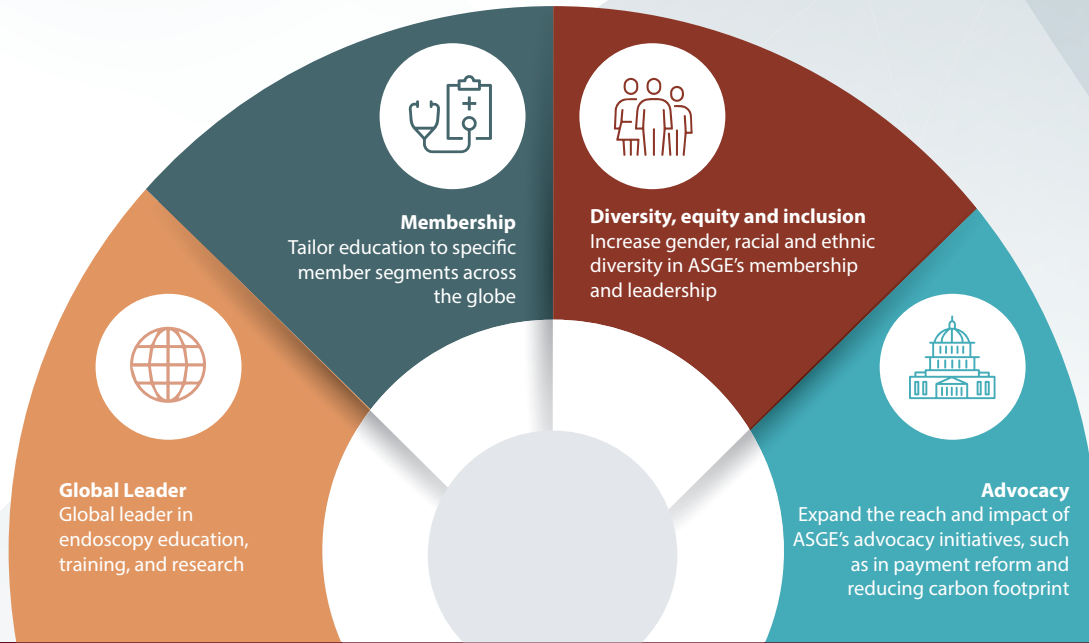


2023 Strategic Priorities



2023 Priorities

Perspective: Organization – Innovation

1. Increase recognition of ASGE as the global leader in endoscopy education, training, and research. (Objective)
 - a. Increase focus on post graduate education for practitioners as new technology and techniques evolve. (Strategy)
 - b. Enhance our educational offerings and further endoscopic research by increasing support from ASGE industry partners. (Strategy)
 - c. Leverage ASGE ARIA programs and resources developed for medical device and pharmaceutical companies to be optimized for other opportunities. (New Strategy)
 - d. Increase industry support to ASGE's goals and projects by leveraging the family of scientific publications on endoscopic diagnostics and therapeutics, inclusive of practicing GI practice trends, guideline recommendations and practical clinical development plans (New Strategy)

Perspective: Organization – Importance of Membership

1. Enhance identification of and access to ASGE educational resources and programming, including hands-on teaching, didactic materials, and other offerings for the entire endoscopy professional team. (Flows with group membership model)(Objective)
 - a. Increase the reach and penetration of ASGE courses by exploring other business models in delivery (e.g., regionalization, partnership with institutions, networks and major group practices). (Strategy)
 - b. Improve our outreach to practicing physicians, their practice team, and resources for their patients, about matters relevant to them on a more regular basis. (Strategy)
 - c. Identify the demographic indicators within the membership to determine what is of importance to each segment of our membership. (Strategy)
 - d. Develop and expand curricula/pathways for each year of fellowship training, practicing endoscopists and the healthcare team. (Strategy)
 - e. Expand our learning and educational platform to international markets (Strategy)

Perspective: Organization – Members

1. Increase gender, racial and ethnic diversity in ASGE's membership and leadership - within a culture of inclusion. (Objective)
 - a. Develop initiatives to increase gender, racial and ethnic diversity in ASGE membership. (Strategy)

Perspective: Organization – Members – Advocacy

1. Expand the reach and impact of ASGE's advocacy initiatives. (Objective)
 - a. Develop new advocacy programs to promote improved access to endoscopic care for groups with low socioeconomic status and for minorities. (Strategy)
 - b. Advocate for and educate our members on practices to reduce the carbon footprint generated by the delivery of health care. (Strategy)