



STRATEGIC PLAN 2018-2024

**Based on 2011 - 2015 Plan
Revised and updated July 2015
Revised and updated March 2018
Revised and updated May 2020
Revised and updated November 2022**

VISION	The Society of Thoracic Radiology (STR) will be the premier cardiothoracic imaging society worldwide.
MISSION	The STR will advance cardiothoracic imaging in clinical application, education, and research worldwide.
STR VALUES	We value... <ul style="list-style-type: none">● Education● Research● Patient-focus● Professional health and wellness● Mentorship● Global collaboration● Diversity, Equity, and Inclusion● Collegiality
NEW OVERALL STRATEGY FOR 2022-2024	Build on organizational strengths and seize new opportunities to redefine the role of radiologists with patients and influence the practice of radiology through... <ul style="list-style-type: none">● co-branded clinical practice guidelines and educational offerings with other respected organizations● Assess STR membership for unmet needs for guidelines● expanded STR influence and engagement globally

- providing the most up-to-date on-site and online cardiothoracic imaging education available to radiologists, fellows, residents, medical students, allied health professionals and patients
- expanded use of big data and artificial intelligence
- expanded mentoring opportunities for junior members
- expanded use of communication tools through social media technologies

GOALS & STRATEGIES

GOAL 1: RECOGNITION: STR will be widely recognized nationally and internationally as the leading voice of cardiothoracic radiology, redefining the role of radiologists with patients, and influencing the practice of radiology.

- Strategy 1.1 STR will work to initiate, lead, and collaborate with other societies through the development of appropriateness criteria, standards/guidelines, and educational courses
- Strategy 1.2 Data Sciences: STR will, in partnership with other societies, compile databases and provide expertise to assist in the development of artificial intelligence and deep learning products
- Strategy 1.3 STR will continue to monitor international collaborative agreements and amend and/or expand as needed
- Strategy 1.4 STR will work with radiology and related subspecialty organizations, including course co-sponsoring

Key Performance Indicators

- Increase number and quality of collaborative agreements
- Successful co-sponsored courses and education offerings
- Participation in thoracic imaging database creation and expansion

Achievements:

- Increased number of collaborative agreements:
 - Asian Society of Thoracic Radiology (ASTR)
 - World Congress of Thoracic Imaging (WCTI) partner

- SIIM-STR Pneumothorax AI annotation agreements: Publication—Filice RW et al. Crowdsourcing pneumothorax annotations using machine learning annotations on the NIH chest X-ray dataset. *J Digital Imaging* 2020.
- RSNA-STR pneumonia AI annotation agreements: Publication--Shih G et al. Augmenting the National Institutes of Health Chest Radiograph Dataset with Expert Annotations of Possible Pneumonia. *Radiology: Artificial Intelligence* 2019.
- Successful co-branded courses and education offerings:
 - Manuscript on Collection and Handling of Thoracic Small Biopsy and Cytology Specimens for Ancillary Studies Guideline from the College of American Pathologists (CAP) in Collaboration with the American College of Chest Physicians (CHEST), Association for Molecular Pathology (AMP), American Society for Cytopathology (ASC), American Thoracic Society (ATS), Pulmonary Pathology Society (PPS), Papanicolaou Society of Cytopathology (PSC), Society of Interventional Radiology (SIR), and STR. VanderLaan PA et al. *J Am Soc Cytopathology* 2020.
 - ACR practice parameters on cardiac positron emission tomography (PET)-computed tomography (CT) imaging, pulmonary scintigraphy, performance and reporting of lung cancer screening thoracic computed tomography
 - STR-ASER COVID-19 statement on use of CT in diagnosis
 - STR and ACR endorsed RSNA consensus statement on reporting COVID-19 on CT
 - COVID-19 Reporting- recorded educational lectures (STR-RSNA)
- A high-impact, collaborative guideline produced within 3 years:
 - Formation of a STR Public Liaison Committee distributing breaking news, online resources, with intentions of whitepaper development (e.g., vaping and COVID19).
 - ACR practice parameters on cardiac PET-CT imaging, pulmonary scintigraphy, performance and reporting of lung cancer screening thoracic computed tomography.
 - Manuscript on Collection and Handling of Thoracic Small Biopsy and Cytology Specimens for Ancillary Studies. Guideline

GOAL 2: RESEARCH: STR will restructure its current research efforts to accomplish a broader range of objectives and to mentor those who do have grants.

- Strategy 2.1 STR will restructure research grant funding, understand impact of funding, and promote research mentoring
- Strategy 2.2 Increase promotions of the STR research grant via awarding an “STR Research Scholar”

Strategy 2.3 STR will promote research activities related to data sciences.

Strategy 2.4 STR will expand research efforts by leveraging opportunities with other organizations (e.g. RSNA, SIIM; seed grants) and providing information about grant opportunities from other sources

Key Performance Indicators

- Provide opportunities for members to participate in databases for big data research activities, to provide data, and to serve as readers/curators on research initiatives.
- Number of proposals received and successful publications
- Remove barriers to Research Grant funding

Achievements:

- Provide opportunities for members to participate in development of databases for big data research activities to provide data and serve as readers/curators on research initiatives:
 - Established a formalized process to survey STR membership for research purposes
 - STR AI initiatives: RSNA-STR MOU for pneumonia and SIIM-STR pneumothorax challenges with STR participating as annotators for AI challenges
- Increase the number of mentor/mentee dyads under the guidance of the Mentorship and Membership Committees. Monitor participation based on use of STR website activity:
 - Trainee Travel Grant program for STR Annual Meeting developed and implemented in 2019 and 2020
 - Mentoring committee surveys and dyads established

GOAL 3: EDUCATION: STR will increase utilization of all STR and STR-endorsed educational materials.

Strategy 3.1 Identify an “STR Educational Scholar” who will complete an education project

Strategy 3.2 Enhance online education and promotion of educational offerings, including CME

Strategy 3.3 Maintain educational offerings at the annual meeting targeting radiologists in-training and radiologists in-practice, including career development

- Strategy 3.4 Develop global educational outreach of online and live material
- Facilitate translation and access to educational material
 - Increase availability of resources internationally
 - Facilitate and promote the STR Speakers Bureau

Strategy 3.5 Develop communication strategy to disseminate educational material to targeted audiences

Strategy 3.6 Engage junior faculty in education endeavors

Key Performance Indicators

- Increase in STR page visits, number of visitors,
- Increase in social media presence and engagement for educational content
- Increase in registrants at annual meeting, bootcamp and other courses
- Increase engagement of junior faculty in the program
- Increase in value of affiliations including collaborative projects and increased membership

Achievements:

- Increase in page visits, number of visitors, including patients: STR's social media presence, including Twitter, STR website, Veritas TV, STR online curriculum, medical student curriculum
- Increase in registrants at annual meeting and other courses:
 - 2020 Annual Meeting proof of concept for hybrid program content delivery
 - STR Resident Bootcamp 2019 and 2020
- Assist development and engage in partnerships with international cardiothoracic imaging organizations underway for outreach to underserved areas of world, followed by tracking use of website and downloads:
 - ASTR MOU
 - Discounted memberships for low-income level countries
 - Created ad hoc translation committee for resource translation into Spanish
- Online Introduction to the Cardiothoracic Imaging Program launch:
 - Completed online educational curriculum geared toward medical students and allied health professionals: Introduction to Cardiothoracic Imaging

- STR Bootcamp videos 2019 and 2020
- CME provided by cardiothoracic imaging online curriculum

GOAL 4: MEMBER ENGAGEMENT: Members will recognize the additional value STR offers and will increasingly utilize STR resources and engage in its activities.

Strategy 4.1 STR will develop and promote additional member benefits and engage its members via its website and social media efforts

Tactics:

- Website expanded curriculum (LMS)
- Online hot topics
- Online offerings from annual meeting for non-attendees
- Future Podcasts

Strategy 4.2 STR will promote the mentoring program to personally reach out to members seeking career guidance and development

Strategy 4.3 STR will explore membership incentives with international organizations (ESTI, KSTR, etc.) for meaningful collaboration

Strategy 4.4 STR will explore new opportunities to benefit trainees at the Annual Meeting

Strategy 4.5 STR will explore ways to develop and promote the next generation of STR speakers

Strategy 4.6 STR will develop a forum to share challenges, practice tips, and improve wellness

Key Performance Indicators

- Increased member acquisition and retention
- Increased utilization of services
- Increase the number of mentors and mentees dyads

- More residents, fellows, and medical students at meeting
- Opportunities for new speakers at the annual meeting
- Explore Health & Wellness initiatives

Achievements:

- Increased membership and retention: STR has added on a broader social media presence to the STR’s existing website and online technologies. Developed a Health & Wellness committee with focused efforts on member engagement.
- Increased utilization of services: STR expertise and resources being shared internationally through the use of social media and 2020 hybrid meeting protocols.
- Increase the number of mentors and mentees dyads for STR members: Mentor/Mentee dyad development and programming (in progress).
- More residents, fellows, and medical students engagement at STR Annual Meeting: Established STR Travel Grants and STR Resident Boot Camp directed towards resident education
- Monitored website utilization: STR implemented website analytics with regular reports provided to Electronic Communications Committee
 - Cardiothoracic online education and medical student electronic curriculum, STR Annual Meeting online curriculum, and Case of the Week hits and views
 - Twitter engagement
 - Mentorship committee about dyads
 - Cardiothoracic online education from annual meetings
- Increased number of new speakers at the annual meeting: STR 2020 invited several ASTR speakers and moderators for the purpose of expanding the speaker pool, while recognizing STR collaborative partners.

GOAL 5: ORGANIZATIONAL STEWARDSHIP: STR will continue to improve its financial sustainability and organizational effectiveness.

Strategy 5.1: There will be an Executive Committee-approved annual budget which is reviewed quarterly

Strategy 5.2: STR will expand industry relationships and increase corporate support

Strategy 5.3 There will be an increase in individual giving opportunities and a subsequent increase in contributions, including enhanced donor recognition

Key Performance Indicators

- Presentation of and adherence to a balanced budget
- Report of corporate support, including capturing continuity and diversity of corporate support
- Increased individual giving

Achievements:

- Presentation of and adherence to a balanced budget: Budgets are reviewed on an annual basis; financials are reviewed on a monthly basis with access to financials provided to STR Treasurer.
- Increased corporate support: 2019 and 2020 Annual Meeting corporate sponsorship initiatives have resulted in the highest level of financial and breadth of corporate support in Society history.
- Increased individual giving: STR Appreciation Letters have been developed for all member donations. In addition, the STR website has been modified to include an easy-to-see donation opportunity for all members.

GOAL 6: STAKEHOLDER ADVOCACY: STR will commit itself to advocacy on behalf of communities we serve and colleagues with whom we work and collaborate.

- Strategy 6.1 STR will explore means of outreach and communication to communities who can benefit from thoracic imaging
- Strategy 6.2 STR will identify audiences (e.g., patients, legislative bodies, hospital administrations, payers) to whom we will show the value of cardiothoracic radiologists
- Strategy 6.3 STR will promote diversity, equity, and inclusion in our membership and society activities

Key Performance Indicators

- Report back on events and activities related to outreach initiatives (patient-centric YouTube)
- List specific groups that were targeted for STR's advocacy
- Collect demographic membership data