

Strategic plan / 2023–2027





Our vision

As the global leader in our specialty, ISUOG's long-term vision is that every woman in the world has access to ultrasound, that every scan provider is competent, and that the diagnosis of obstetric and gynecologic conditions is effective so that women's health outcomes improve.

Introduction

We embark on a journey to shape the future of women's healthcare worldwide.

Embracing the boundless potential of innovation and driven by an unwavering commitment to the improvement of women's health through ultrasound in obstetrics and gynecology, the International Society of Ultrasound in Obstetrics and Gynecology (ISUOG) proudly presents its visionary strategic plan for 2023–2027. Guided by our steadfast dedication to excellence, integrity, respect, inclusiveness and diversity and passion, this transformative roadmap sets forth a bold trajectory for our membership and wider community, as we embark on a journey to shape the future of women's healthcare worldwide.

Through our pillars of education, science, research, and outreach, we will cultivate a vibrant global community of practitioners, researchers, and industry leaders where knowledge flourishes, innovative ideas are shared, and the boundaries of possibility are continuously pushed.

Quality education

Central to our strategic plan is a commitment to education, empowering healthcare professionals worldwide with the most comprehensive, pioneering training and knowledge in obstetric and gynecologic ultrasound. We will expand and diversify our educational offerings, leveraging the latest digital technologies to ensure accessibility to all, regardless of location or resources. By elevating the standards of education and promoting competency, we will foster a global network of highly skilled professionals who deliver exemplary care and champion the rights of women to receive the highest quality ultrasound services.

Groundbreaking research

Innovation thrives when supported by robust research, and ISUOG's strategic plan underpins our dedication to advancing the frontiers of ultrasound in obstetrics and gynecology. Through the Ultrasound in Obstetrics & Gynecology journal, we will publish and actively support groundbreaking research initiatives that drive forward the knowledge base, revolutionize clinical practice, and push the boundaries of possibility in ultrasound imaging and its applications.

Charitable purpose

Recognizing the pivotal role of advocacy in effecting systemic change, ISUOG will passionately campaign for the rights of women to receive equitable access to safe and effective ultrasound services through its charitable and outreach programs. We will advocate for training that prioritizes women's health, empower communities, and eliminate disparities in ultrasound care by focusing on lower

resourced communities where our support is needed most. By raising our collective voice and collaborating with international stakeholders, we will support policy reforms, break down barriers, and ensure that every woman, regardless of her background or location, can benefit from the life-transforming potential of obstetric and gynecologic ultrasound.

Powerful partnerships

Collaboration lies at the heart of our strategic plan, as we embrace the power of partnerships and alliances to effect global change. We will forge and strengthen collaborations with like-minded organizations, academic institutions, industry leaders, and patient advocacy groups, harnessing our collective strength to maximize our impact. Together, we will drive innovation, foster cross-disciplinary exchange, and create a global network that thrives on the power of collaboration, paving the way for a brighter future for women's healthcare worldwide.



Our mission

Our mission is to improve women's health through the provision, advancement and dissemination of the highest quality education, standards, and research information around ultrasound in obstetrics and gynecology.



Practical training session, Colombia

Our values

In our work, research and teaching we will demonstrate excellence, integrity, respect, inclusiveness and diversity, and passion.



Excellence

We strive for continuous improvement in all aspects of our work.



Integrity

We possess and adhere to high moral principles and professional standards in all aspects of our work.



Respect

We encourage others to express themselves in order to work collaboratively toward common goals.



Inclusiveness & diversity

We welcome all people, embrace diversity, and treat everyone fairly and equitably.



Passion

We are passionate about the work we do for our community and for what ISUOG stands for.

Our goals

Establish ISUOG as the authority in ultrasound in obstetrics and gynecology through education, science, and research by offering comprehensive and innovative programs, while fulfilling our charitable objectives.

Seek to expand our membership and engage with diverse communities, develop strategic partnerships and collaborations, and strive to achieve our mission to become an impactful global voice in improving patient care worldwide.

Be the leading authority in education, science, research, and patient centered care.

- Increase the publication of high impact research and broad dissemination to the scientific community.
- Scope and implement new opportunities in Journal publishing to increase and expand impact.
- Continue to improve accessibility to the Journal, Symposia, Congress, and website.
- Ensure the World Congress and Regional Symposia are the leading events in their field.
- Develop and disseminate comprehensive, current clinical guidelines for the use of ultrasound in obstetrics and gynecology.
- Proactively engage on agreed topics with stakeholders on new research and developments and use PR and media to disseminate findings.
- Measure customer service and satisfaction through continuous evaluation and user feedback.

Deliver on our charitable aims whilst ensuring financial sustainability through offering comprehensive, innovative science, education, and outreach programs.

- Develop a comprehensive education curriculum that incorporates varied levels and types of education.
- Optimize the ISUOG Academy to expand its offerings in support of teaching and learning goals.
- Implement a reliable and equitable pricing philosophy that ensures both our charitable aims and revenue earning potential can co-exist, generating sufficient income to support the strategy and ambitions.
- Implement our new Outreach strategy and ensure programs can attract philanthropic income, developing an effective case for support that unlocks charitable income potential.
- Develop efficient and effective systems to support the organization's strategy.



Retain and grow more engaged members across all communities.

- Continue to increase the value of ISUOG membership.
- Increase involvement of ISUOG members by engaging them in activities run by our Committees.
- Balance membership fees between higher income countries and lower resource settings.
- Expand our regionalization program by offering more products or opportunities for engagement in Asia, Latin America, Africa and Middle East and North Africa (MENA).
- Advocate for regional issues.
- Develop local partnerships to drive membership.
- Develop a tiered membership.

Develop strategic partnerships and collaborative ventures.

- Develop and maintain mutually beneficial partnerships.
- Influence the health agenda on ultrasound through developing key partnerships with influential global health bodies.
- Develop and implement an effective advocacy plan that gives ISUOG a voice.
- Develop our branding.



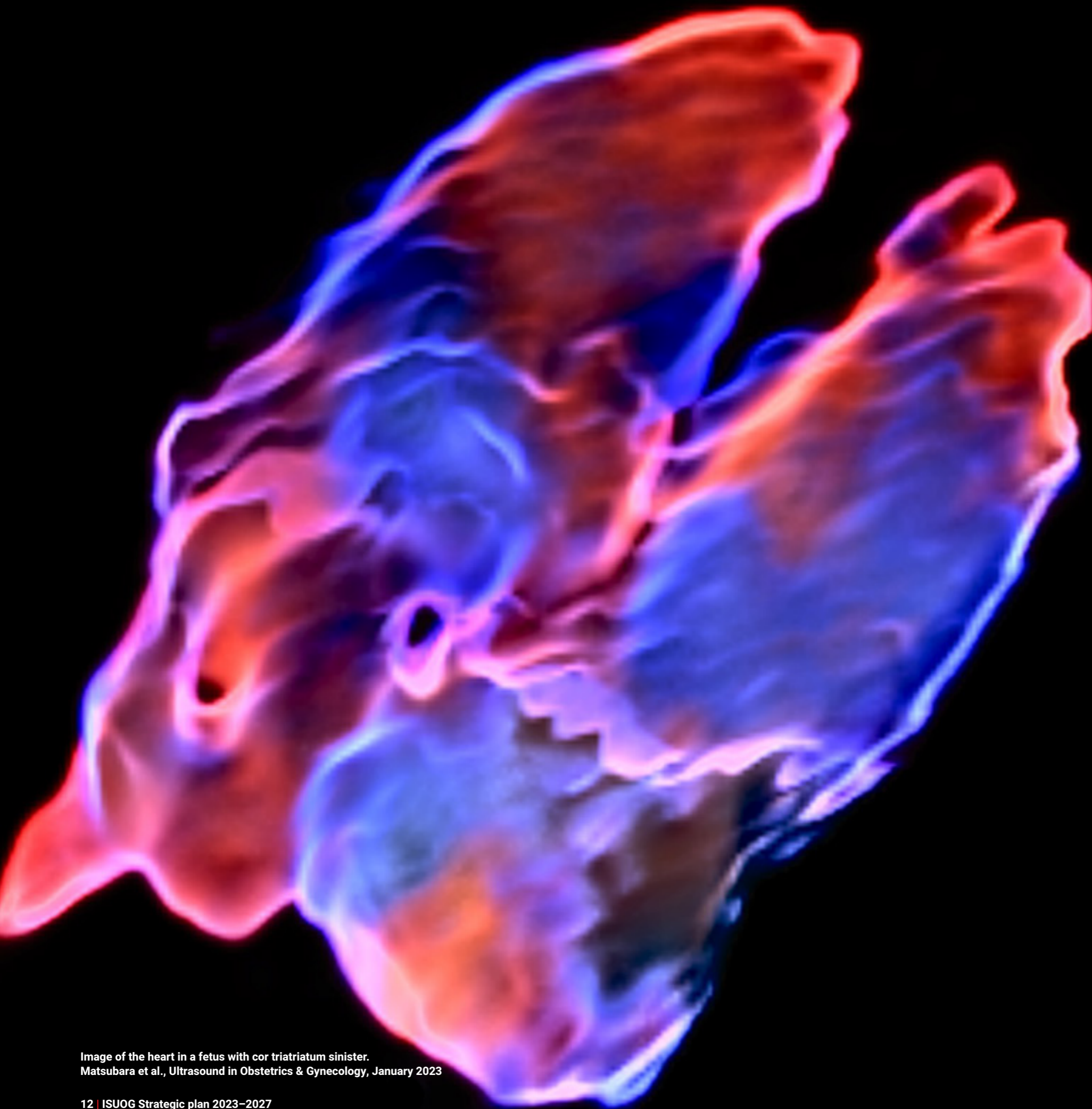


Image of the heart in a fetus with cor triatriatum sinister.
Matsubara et al., *Ultrasound in Obstetrics & Gynecology*, January 2023

Advocate and become the global voice with stakeholders, increase ISUOG’s recognition and impact, and to improve patient care.

- Influence global standards in obstetrics and gynecology ultrasound training and develop and set international agendas and standards in use of ultrasound in obstetrics and gynecology.
- Proactively engage with media, and enhance branding, global awareness and recognition as an authority in our field.
- Communicate as the leading voice in ultrasound in obstetrics and gynecology.
- Enhance digital presence and technology adoption.
- Set standards for patient care.

Strive for excellence, efficiency, and continuous improvement, and best practice in governance, wellbeing, and management.

- Implement sustainable and diversified income streams.
- Ensure best practice in operating procedures, staffing levels and staff wellbeing, and reporting in collaboration with the Society’s advisors and auditors.
- Ensure excellence in governance and effective strategic leadership to help ensure operational effectiveness.

The International Society of Ultrasound in Obstetrics and Gynecology (ISUOG) is a world-leading professional organization in the field of ultrasound imaging for obstetrics and gynecology. Established in 1991, ISUOG is now a global authority in its field, providing a community for healthcare professionals, researchers, and educators to exchange knowledge, collaborate, and promote best practices in ultrasound imaging to improve women's healthcare worldwide.

Through its commitment to excellence, innovation, and collaboration, ISUOG serves as a beacon of knowledge, sharing advancements in ultrasound technology, promoting the highest standards of education and training, advocating for equitable access to care, and driving impactful research initiatives.

As an influential membership organization, ISUOG continues to support its community in the ever-evolving landscape of obstetric and gynecologic ultrasound, setting benchmarks in clinical practice and positively impacting the lives of countless women and their families.





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Connect with us



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