

OUR MISSION:

THE MISSION OF THE KNEE SOCIETY IS TO PROMOTE OUTSTANDING CARE FOR PATIENTS WITH KNEE DISORDERS THROUGH INNOVATIVE RESEARCH AND EDUCATION.

OUR PURPOSE:

- To advance the knowledge of the knee joint in health and disease.
- To provide an appropriate educational setting that will maintain the highest level of professional standards in order to promote continuous advancement in professional knowledge and improved treatment of disorders of the knee.
- To create an optimum environment to enhance education, research and treatment of arthritis of the knee joint.
- To promote and maintain professional standards to provide the best care to patients with arthritic disorders of the knee joint.

OUR VALUES:

STRATEGIC DOMAINS: *The pillars of the organization. These domains support the organization's mission.*

- 1. MEMBERSHIP**
- 2. EDUCATION & INNOVATION**
- 3. RESEARCH & QUALITY**

The Knee Society

Strategic Domain: Membership

STRATEGIC DOMAIN: Membership
OBJECTIVE: Maintain the highest membership standards, engage current, identify and foster new potential members
GOALS:
1. Develop a system to identify, evaluate and cultivate potential new members beyond traditional arthroplasty community
2. Demonstrate relevance and value of membership
3. Mentor new members for potential leadership roles in the Society

Objective, Goal and Action Development for Membership

STRATEGIC DOMAIN: Membership
OBJECTIVE: Maintain the highest membership standards, engage current, identify and foster new potential members
GOAL 1: Develop a system to identify, evaluate and cultivate potential new members beyond traditional arthroplasty community
<i>Actions/Tactics: The programs and projects to advance the goals and objectives. These actions will influence the allocation of resources. After the tactics are determined, specifics such as timeframes and resources should be included. It is also common for a member of the board of directors or a council member to be appointed as plan champion to monitor the goal's progress.</i>
a. Identify up and coming knee treatment candidates who should be encouraged to apply for membership when qualified
b. Build on the pool of Insall Traveling Fellows to create a watch list of new talent

Objective, Goal and Action Development for Membership

STRATEGIC DOMAIN: Membership
OBJECTIVE: Maintain the highest membership standards, engage current, identify and foster new potential members
GOAL 2: Demonstrate relevance and value to members
<i>Actions/Tactics: The programs and projects to advance the goals and objectives. These actions will influence the allocation of resources. After the tactics are determined, specifics such as timeframes and necessary resources should be included. It is also common for a member of the board of directors or a council member to be appointed as plan champion to monitor the goal's progress.</i>
a. Conduct periodic members' needs assessment surveys to identify the changing trends in members' satisfaction, expectations, and priorities
b. Create engagement menu for members to increase awareness of leadership and volunteer opportunities
c. Develop an enhanced new member welcome packet

Objective, Goal and Action Development for Membership

STRATEGIC DOMAIN: Membership
OBJECTIVE: Maintain the highest membership standards, engage current, identify and foster new potential members
GOAL 3: Mentor new members for potential leadership roles in the Society
<i>Actions/Tactics: The programs and projects to advance the goals and objectives. These actions will influence the allocation of resources. After the tactics are determined, specifics such as timeframes and necessary resources should be included. It is also common for a member of the board of directors or a council member to be appointed as plan champion to monitor the goal's progress.</i>
a. Survey new members to determine their individual interests, skills, talents that could be an asset to the Society
b. Recommend new members for committee and other volunteer opportunities

The Knee Society

Strategic Domain: Education and Innovation

SUB-DOMAIN: Education
OBJECTIVE: Increase the number and enhance the quality of educational offerings to target audiences in North America and globally.
GOALS:
1. Conduct a stakeholder analysis to survey the subspecialty's educational landscape.
2. Develop own and co-branded educational offerings to fill the needs of target audiences: residents, adult reconstruction fellows, general orthopaedists, adult reconstruction specialists, and international physicians interested in adult reconstruction.
3. Working together with the Communications Committee, identify best practices of integrating technology into education for added value, enhanced delivery methods, and global engagement.

Objective, Goal and Action Development for Education and Innovation

SUB-DOMAIN: Education
OBJECTIVE: Increase the number and enhance the quality of educational offerings to target audiences in North America and globally.
GOAL 1: Conduct a stakeholder analysis to survey the subspecialty's educational landscape.
<i>Actions/Tactics: The programs and projects to advance the goals and objectives. These actions will influence the allocation of resources. After the tactics are determined, specifics such as timeframes and resources should be included. It is also common for a member of the board of directors or a council member to be appointed as plan champion to monitor the goal's progress.</i>
a. Create a stakeholder analysis to outline audiences' needs, preferences, and interest.
b. Working together with the Communications Committee, conduct data gathering and analysis.
c. Present findings to committee/board with prioritized action recommendations.

Objective, Goal and Action Development for Education and Innovation

SUB- DOMAIN: Education
OBJECTIVE: Increase the number and enhance the quality of educational offerings to target audiences in North America and globally.
GOAL 2: Develop own and co-branded educational products to fill the needs of target audiences: residents, adult reconstruction fellows, general orthopaedists, adult reconstruction specialists, and international physicians interested in adult reconstruction
Actions/Tactics: <i>The programs and projects to advance the goals and objectives. These actions will influence the allocation of resources. After the tactics are determined, specifics such as timeframes and necessary resources should be included. It is also common for a member of the board of directors or a council member to be appointed as plan champion to monitor the goal's progress.</i>
a. Identify strategic partners whose mission and values align with those of The Knee Society
b. Conduct an annual review of educational offerings and identify additional opportunities; implement strategies to improve existing revenue-generating offerings (i.e., Specialty Day); re-define success.
c. Proactively explore potential new revenue-neutral and revenue-generating educational opportunities.

Objective, Goal and Action Development for Education and Innovation

SUB-DOMAIN: Education
OBJECTIVE: Increase the number and enhance the quality of educational offerings to target audiences in North America and globally.
GOAL 3: Working together with the Communications Committee, identify best practices of utilizing technology for education for added value, enhanced delivery methods, and global engagement.
Actions/Tactics: <i>The programs and projects to advance the goals and objectives. These actions will influence the allocation of resources. After the tactics are determined, specifics such as timeframes and resources should be included. It is also common for a member of the board of directors or a council member to be appointed as plan champion to monitor the goal's progress.</i>
a. Identify best practices via members' exposure to, and involvement in, educational offerings outside of The Knee Society.
b. Prioritize best practices and assess costs vs benefits implications.
c. Identify partners or vendors for collaboration.
d. Outline detailed plan to implement best practices.

The Knee Society Strategic Domain: Education and Innovation

SUB- DOMAIN: Innovation
OBJECTIVE: Advance The Knee Society's educational offerings by integrating technology.
GOALS:
1. Identify best practices of utilizing technology for education
2. Conduct a stakeholder analysis to determine audience needs

Objective, Goal and Action Development for Education and Innovation

SUB-DOMAIN: Innovation
OBJECTIVE: Advance The Knee Society's educational offerings by integrating technology.
GOAL 1: Identify best practices of utilizing technology for education
Actions/Tactics: <i>The programs and projects to advance the goals and objectives. These actions will influence the allocation of resources. After the tactics are determined, specifics such as timeframes and resources should be included. It is also common for a member of the board of directors or a council member to be appointed as plan champion to monitor the goal's progress.</i>
a. Building upon research and findings accomplished by other related entities (i.e., AAOS, other orthopaedic and non-orthopaedic professional societies) identify best practices of integrating technology into education
b. Prioritize best practices in the context of The Knee Society
c. Assess cost implications vs benefits to the Society and target audiences
d. Identify potential strategic partners whose mission and values align with those of The Knee Society and form alliances to mitigate significant investment into technology
e. Develop and recommend action plan to implement best practices based on realistic budgets and cost vs benefits analysis

Objective, Goal and Action Development for Education and Innovation

SUB-DOMAIN: Innovation
OBJECTIVE: Advance The Knee Society's educational offerings by integrating technology.
GOAL 2: Conduct a stakeholder analysis to determine audience needs and marketability
<i>Actions/Tactics: The programs and projects to advance the goals and objectives. These actions will influence the allocation of resources. After the tactics are determined, specifics such as timeframes and resources should be included. It is also common for a member of the board of directors or a council member to be appointed as plan champion to monitor the goal's progress.</i>
a. Create a stakeholder analysis to outline audiences' needs, preferences, and interest.
b. Working together with the Education Committee, conduct data gathering and analysis.
c. Present findings to committee/board with prioritized action recommendations.

Strategic Domain: Research and Quality

SUB-DOMAIN: Research
OBJECTIVE: Create a plan to outline and fund the most meaningful evidence-based research
GOALS:
1. Identify research opportunities
2. Develop and leverage relationships with others

Objective, Goal and Action Development for Research and Quality

SUB-DOMAIN: Research
OBJECTIVE: Create a plan to outline and fund the most meaningful evidence-based research
GOAL 1: Identify research opportunities
<i>Actions/Tactics: The programs and projects to advance the goals and objectives. These actions will influence the allocation of resources. After the tactics are determined, specifics such as timeframes and resources should be included. It is also common for a member of the board of directors or a committee member to be appointed as plan champion to monitor the goal's progress.</i>
a. Identify relevant questions for research
b. Assess the resources necessary for research opportunities
c. Identify funding sources and strategies to support research opportunities and agenda

Objective, Goal and Action Development for Research and Quality

SUB-DOMAIN: Research
OBJECTIVE: Create a plan to outline and fund the most meaningful evidence-based research
GOAL 2: Develop and leverage relationships with others
<i>Actions/Tactics: The programs and projects to advance the goals and objectives. These actions will influence the allocation of resources. After the tactics are determined, specifics such as timeframes and resources should be included. It is also common for a member of the board of directors or a committee member to be appointed as plan champion to monitor the goal's progress.</i>
a. Assess financial need to maximize external links (NIH, AHRQ, DOD, others)
b. Research infrastructure needs for multi-center studies and funding to support

Strategic Domain: Research and Quality

SUB-DOMAIN: Quality
OBJECTIVE: Position the Knee Society as a leader in developing patient quality guidelines
GOALS:
1. Serve as a primary resource for development of quality measures related to the knee joint
2. Develop collaborative relationship with others to drive the discussion

Objective, Goal and Action Development for Research and Quality

SUB-DOMAIN: Quality
OBJECTIVE: Position the Knee Society as a leader in developing patient quality guidelines
GOAL 1: Serve as a resource for development of quality measures related to the knee joint
<i>Actions/Tactics: The programs and projects to advance the goals and objectives. These actions will influence the allocation of resources. After the tactics are determined, specifics such as timeframes and resources should be included. It is also common for a member of the board of directors or a council member to be appointed as plan champion to monitor the goal's progress.</i>
a. Continue to be actively involved – or pursue a leading position in – with the development of CPGs, AUCs, quality measures, etc.
b. Create concise message
c. Convene a task force to develop priority-focused agenda

Objective, Goal and Action Development for Research and Quality

SUB-DOMAIN: Quality
OBJECTIVE: Position the Knee Society as a leader in developing patient quality guidelines
GOAL 2: Develop collaborative relationships with others to drive the discussion.
<i>Actions/Tactics: The programs and projects to advance the goals and objectives. These actions will influence the allocation of resources. After the tactics are determined, specifics such as timeframes and resources should be included. It is also common for a member of the board of directors or a council member to be appointed as plan champion to monitor the goal's progress.</i>
a. Gain clarity with other groups to allow greater collaboration (HS, AAHKS, AAOS, others); determine to whom The Knee Society will respond