



SGNA 2015-2017 Strategic Plan

Goal 1: Membership

SGNA will develop a compelling value proposition for gastroenterology technicians, ambulatory surgical center professionals, gastroenterology and hepatology nurses in all practice settings and purposefully market to these audiences.

Objectives 1.1

By December 31, 2015, through the use of market research, SGNA will develop a compelling membership value proposition for gastroenterology technicians, ambulatory surgical center professionals and gastroenterology and hepatology nurses in all practice settings.

Objectives 1.2

By December 31, 2016, SGNA will provide educational and informational products and services to these markets using innovative delivery methods and package options.

Objectives 1.3

By July 31, 2015, SGNA will provide appropriate training and tools to support SGNA Regional Societies through membership development and volunteer engagement.

Goal 2: Quality Care

SGNA will drive the quality of care in the areas of infection prevention, sedation and changes to the healthcare system related to quality issues and reimbursement.

Objectives 2.1

SGNA will continue to be the leading authority on infection prevention in gastroenterology and will provide the most current education, information and practice guidelines specific to this area.

Objectives 2.2

By December 31, 2015, SGNA will educate gastroenterology nurses on leading practices in sedation.

Objectives 2.3

By December 31, 2016 SGNA will educate the gastroenterology community on value based purchasing, its impact on gastroenterology quality of care and disseminate best practices for implementation.

Objectives 2.4

By December 31, 2015, SGNA will work with key partners to initiate a research priority agenda.

Goal 3: Future of Nursing

SGNA will support the education and implementation of the Institute of Medicine's Future of Nursing recommendations applicable to the gastroenterology practice.

Objectives 3.1

By December 31, 2015 SGNA will develop and execute a plan to promote nurses practicing to the fullest extent of training and education including nurse endoscopists and advance practice registered nurses (APRN).

Objectives 3.2

By December 31, 2017, SGNA will define and evaluate critical issues in inter-professional gastroenterology practice and develop action plans for priority issues.

Objectives 3.3

By December 31, 2016, SGNA will develop a transition-to-practice program for nurses new to the specialty of gastroenterology.

Objectives 3.4

SGNA will continue to contribute and promote the utilization of evidence-based practice in the gastroenterology specialty.