



Society of
Critical Care Medicine



The Intensive Care Professionals

STRATEGIC PLAN

APPROVED MAY, 2021



Mission

The mission of the Society of Critical Care Medicine is to secure the highest quality care for all critically ill and injured patients.

Envisioned Future

The Society of Critical Care Medicine envisions a world in which all critically ill and injured persons receive care from a present integrated team of dedicated trained intensivists and critical care specialists.

Multi-professional teams use knowledge, technology and compassion to provide timely, effective, safe, efficient, and equitable patient-centered care.

SCCM Organizational Guiding Principles

- Promote a healing, safe and effective critical care environment for patients, their families and caregivers wherever critical care occurs across the health care continuum
- Promote the implementation of the integrated team of dedicated experts in the ICU for delivery of the highest quality, safest, most effective, and most cost-efficient critical care
- Advocate to patients, the public, and policy makers that critical care is a compassionate, patient-centered discipline
- Advocate career pathways in both research and clinical critical care that will attract and retain a quality team of personnel dedicated to improving the care of the critically ill and injured
- Provide the finest education for health care professionals, the public and policy makers regarding optimal delivery of critical care
- Promote and support quality research into all aspects of critical illness and injury
- Promote measurement of outcomes and processes to inform and improve patient care
- Promote member participation in quality improvement activities
- Foster development of critical care practitioners and leaders

Decision Making Considerations

The Society adheres to four considerations for decision making by all levels of leadership regarding whether current projects will continue, and new projects will be initiated:

1. Will the project promote the mission and vision of SCCM?
2. Is the project unique?
3. Is SCCM competent to accomplish the project?
4. What is the probability of SCCM's succeeding at the project?

SCCM Member Guiding Principles

- Achieve the best possible outcome for each patient.
- Serve patients, their families, and society.
- Promote care delivery by integrated teams of dedicated experts.
- Demonstrate leadership.
- Behave ethically and honestly with compassion.
- Commit to be a critical care professional.

Crucial Factors Impacting SCCM and its Members

- Political and Economic
- Resource constraints
- Aging Population
- Workforce
- Research Funding
- Ethical Issues

Internal Goal

SCCM will be the worldwide leader in advancing, promoting and supporting the care of critically ill and injured patients.

Goals and Objectives

Goal 1: Education (Learn It)

Enhance and expand integrated offerings and distribution of SCCM educational programs.

- 1.1. Fundamentals: Increase the basic knowledge and skills of all individuals that may need to care for the critically ill patient.
- 1.2. Review and Assessment: Encourage healthcare providers to achieve certification in their fields by providing the highest quality educational offerings
- 1.3. Knowledge and Skills: Provide top-rated continuing education for trained critical care professionals to further advance their knowledge and skills.

Goal 2: Integrated Team of Dedicated Experts (Deliver It)

Encourage best practices for the provision of optimal patient-centered care delivered by an integrated team of dedicated experts.

- 2.1. Membership: Encourage a multi-professional team and expand the number of member-providers available to care for the critically ill and injured.
- 2.2. Patient/Family: Provide resources that assist critically ill and injured patients and their families

Goal 3: Improvement (Measure and Improve It)

Encourage and promote implementation of research to improve the quality of patient care.

- 3.1 Research: Support, encourage and disseminate state-of-the art research (basic, translational, clinical-experimental, clinical-operational, outcomes, and health service delivery) in the field.
- 3.2 Quality Improvement: Provide guidance and tools to encourage the most effective and efficient means of improving care.

Goal 4: Support

Provide a robust infrastructure to support the mission and goals of the Society.

- 4.1 Communications: Provide and encourage effective communication from SCCM and between all stakeholders.
- 4.2 Governance/Organizational Affairs: Maintain an environment that embraces best practices of association management.
- 4.3 General/Administrative: Employ optimal business practices to provide the framework to support the activities of SCCM. This area includes staff development, business processes, and financial management.

Goal 1: Education (Learn It): Enhance and expand integrated offerings and distribution of SCCM educational programs.	Initiative <i>Note: items in italics are new initiatives for the current fiscal year</i>
1.1 Fundamentals: Increase the basic knowledge and skills of all individuals that may need to care for the critically ill patient	1.1.1. Develop and implement a marketing plan for the promotion of the VCCR program 1.1.2. Launch and implement FCCS-Surgical 1.1.3. Launch and implement Critical Care Essentials 1.1.4. Launch and implement FCCS Crisis Management (FDM) 1.1.5. Implement a program allowing for virtual skills training 1.1.6. Create and implement a subscription model for licensed courses 1.1.7. Implement the CDC grant for emerging and re-emerging infectious diseases 1.1.8. Implement the Edwards Lifesciences Foundation grant to bring Fundamentals programs to India and other low resource and underserved areas
1.2 Review and Assessment: Encourage healthcare providers to achieve certification in their fields by providing the highest quality educational offerings	1.2.1. Curate existing products into a program(s) to address the changes in maintenance of certification. 1.2.2. Development of a line of modularized educational and assessment offerings to assist critical care providers in addressing any identified knowledge gaps. 1.2.3. Prepare and administer an international critical care knowledge assessment examination through partnerships with local critical care organizations 1.2.4. Create and implement a subscription model for the board prep courses
1.3 Knowledge and Skills: Provide top-rated continuing education for trained critical care professionals to further advance their knowledge and skills.	1.3.1 Increase distribution of licensed ultrasound courses. 1.3.2. Investigate the concept of institutional licensing and implement, if appropriate, a plan for institutions that provides a complete training source for all critical care practitioners. 1.3.3. Develop a standardized mechanical ventilation and airway course for use at Congress and suitable for licensing 1.3.4. Implement the Tele-Critical Care Collaborative Network as outlined in the business plan

	1.3.5. Develop and implement the Critical Care Quick Study Program using the model for the COVID-19 Rapid Response Center
	1.3.6. Implement the LEAD career advancement program
	1.3.7. Plan and implement the COVID-19 industry-supported educational grants to completion
	1.3.8. Implement and refine the Best of SCCM Congress licensed course
	1.3.9. Develop and pilot a program for a licensed course on hemodynamic monitoring*
	1.3.10. Develop and pilot a program for a licensed course on neurological monitoring*
	1.3.11. Implement the Roundtable for Advanced Practice Providers Podcast*

Goal 2: Team (Deliver It): Encourage best practices for the provision of optimal patient-centered care delivered by an integrated team of dedicated experts.	Initiative Note: items in italics are new initiatives for the current fiscal year
2.1 Membership: Encourage a multi-professional team and expand the number of member-providers available to care for the critically ill and injured	2.1.1 Monitor and refine (if necessary) the plan that outlines new membership structure for the Society to increase the number of members
	2.1.2 Implement the diversity goals as outlined in the charge of the Diversity and Inclusion Committee
	2.1.3 Implement recruitment strategies for the underrepresented target membership populations
	2.1.4 Develop, trial, and implement, if appropriate, a plan for group/team memberships
	2.1.5 Implement the charge of the Incivility Task Force and recommend initiatives that are unique to the ICU and within SCCM's scope to implement*
2.2 Patient/Family: Provide resources that assist critically ill and injured patients and their families	2.2.1 Monitor and refine, if necessary, the plan for the Patient Communicator app.

* New for 2022

Goal 3: Improvement (Measure and Improve It): Encourage and promote implementation of research to improve the quality of patient care	Initiative <i>Note: items in italics are new initiatives for the current fiscal year</i>
3.1 Research: Support, encourage and disseminate state-of-the art research (basic, translational, clinical-experimental, clinical-operational, outcomes, and health service delivery) in the field.	3.1.1 Secure extramural funding as noted in the budget to support staff costs/overhead to facilitate Discovery network research activities.
	3.1.2 Initiate development of databank of common data elements across multiple Discovery research network studies
3.2 Quality Improvement: Provide guidance and tools to encourage the most effective and efficient means of improving care.	3.2.1 Integrate the ICU Liberation data set into all related products and programs
	3.2.2 Continue implementing the CAUTI/CLABSI project with AHA HRET
	3.2.3 Develop an online app for the ICU Liberation Bundle.
	3.2.4 Develop and publish the insulin infusion guideline for management of hyperglycemia
	3.2.5 Revise guidelines for family-centered care to be published in 2024
	3.2.6 Develop new guidelines for ICU Design to be published in 2024
	3.2.7 Plan the Advanced Practice Provider Collaborative ensuring fees or grant funding covers expenses
	3.2.8 Develop and publish the revised end of life guideline*
	3.2.9 Develop and publish the Guidelines for the Initiation and Management of Extracorporeal Membrane Respiratory Failure in Adults*
	3.2.10 Complete the charge of the Contestation of Brain Death Task Force that will analyze the data, propose recommendations, and propose the outline for a tool kit if appropriate. *
	3.2.11 Plan and implement the patient and family collaborative

* New for 2022

Goal 4: Support: Provide a robust infrastructure to support the mission and goals of the Society.	Initiative <i>Note: items in italics are new initiatives for the current fiscal year</i>
4.1. Communications: Provide and encourage effective communication from SCCM and between all stakeholders.	4.1.1 Update remaining websites and refine when appropriate. 4.1.2 Integrate all the online educational and assessment materials into a single platform that includes an app
4.2. Governance/Organizational Affairs: Maintain an environment that embraces best practices of association management.	4.2.1 Track and increase usage of the volunteer training program. 4.2.2 Remodel the SCCM headquarters to improve teamwork capabilities
4.3. General/Administrative: Employ optimal business practices to provide the framework to support the activities of SCCM. This area includes staff development, business processes, and financial management.	4.3.1 Staff Development/Leadership: Enhance staff performance, expand staff skills and knowledge. Work to more fully engage the staff. Encourage professional growth to improve bench strength. 4.3.1.1 Consider a plan for outbound demand generation 4.3.1.2 Create algorithms that address key marketing questions to drive membership and sales 4.3.1.3 Complete and refine the implementation of sales/donor automation 4.3.1.4 Select and implement a new Customer Relationship Management System (CRM) 4.3.1.5 Develop and implement a process to allow for group conference registrations 4.3.1.6 Develop and implement a planned giving program. 4.3.1.7 Investigate and develop, if appropriate, online collections of living textbooks* ⁱ 4.3.1.8 Develop metrics and process to review current programs and timely recommend to the SPC and Council, programs that may be appropriate for revision, merging or sunseting to ensure adequate capacity for new program development. 4.3.1.9 Create a plan for a data connector for industry. 4.3.1.10 Conduct inventory and SWOT analysis of all business lines and provide recommendations* 4.3.1.11 Modernize workforce management systems*

*New for 2022