ACG STRATEGIC PLAN
2019
VISION: The ACG is the preeminent professional organization that champions the prevention, diagnosis, and treatment of digestive disorders by facilitating delivery of the highest quality, compassionate, and evidence-based patient care.

Our MISSION is to enhance the ability of our members to provide world class care to patients with digestive disorders and advance the profession through excellence and innovation based upon the pillars of:

- Patient Care
- Education
- Scientific Investigation
- Advocacy
- Practice Management

“Advancing gastroenterology, improving patient care”
The American College of Gastroenterology was founded in 1932 by a group of 10 clinical gastroenterologists in and around New York City who felt that there was a need for an organization to serve the interests of practicing clinicians involved in patient care and research. It was called the New York Society for the Advancement of Gastroenterology, and its first educational meeting was held in 1933. Just two years after its founding, the name was changed to the National Society for the Advancement of Gastroenterology to reflect the aspirations of the organizational leadership and the interest of clinical gastroenterologists from around the country. As a sign of the staying power of the new organization, it began publishing a clinical journal, The Review of Gastroenterology, first published in 1934. This journal would eventually become The American Journal of Gastroenterology.

In 1938 the organization again changed its name, this time to the National Gastroenterological Association, as part of an effort to better reflect its membership from across the country. During the decade after World War II, the Annual Meeting and Postgraduate Course evolved into its current format.

By 1954 the modern organization took shape, including creation of the Board of Governors to connect the Board of Trustees to local gastroenterologists throughout the United States and establishment of a formal committee structure to develop and execute policies.

The Board of Trustees made a commitment to hold scientific meetings throughout the country. The journal was renamed The American Journal of Gastroenterology and the organization was christened as the American College of Gastroenterology.

During the next 25 years, the College experienced steady growth in membership and educational offerings. The Journal gained impact, and ACG began to be identified as the gastroenterology society most focused on the needs of clinical gastroenterologists. The Postgraduate Course and Annual Scientific Meeting and the regional courses came to exemplify the College’s commitment to the continuing medical education of the practicing clinician.

Beginning in the 1980s, the College extended its activities in two key areas: national affairs and research. The Board of Trustees determined that it was imperative for the organization to engage with the government and other regulatory bodies to advance clinical gastroenterology. This allowed the College to be an advocate for health care reforms to benefit our patients. For example, in the 1990s the College promoted colonoscopy as the optimal strategy for colorectal cancer screening and led the way to establish Medicare coverage for screening our elders, and to mandate state-based health insurance coverage for screening our younger patients in the screening cohort. This effort was spearheaded by members of the Board of Governors who were able to rally local legislators.
for this effort. This has led to a reduction in colon cancer deaths and an ever-larger number of people being screened. The College continues to be a strong advocate for the needs of patients with digestive disorders and their physicians as health care continues to change.

During the 1980s the Board of Trustees authorized funding for clinical research projects. Small at first, the success of this program led to the creation of the ACG Institute for Clinical Research & Education in 1994 as a division within the College to increase opportunities for young clinical researchers, to expand our knowledge about the science of gastroenterology, and to provide resources for a wide array of physician and patient educational projects. Supported by contributions to the College, the ACG Institute has, through 2018, funded 626 investigators with more than $19 million. The ACG Institute is most proud of the more than 50 Junior Faculty Awardees whose academic careers have been launched through Institute funding in the last two decades, plus the 431 career development awardees supported by the ACG Institute. The College hosts the ACG Education Universe, an online trove of continuing medical education programs available throughout the world, and supports the international educational efforts of the World Gastroenterology Organisation. ACG assists the next generation of gastroenterologists with innovative initiatives for fellows-in-training, such as the ACG Edgar Achkar Visiting Professorship Program and other fellow programs. The College develops and promotes evidence-based guidelines to improve patient care and to establish a practice of medicine, and enhances its quality registry to allow gastroenterologists to benchmark and enhance their care. ACG has spearheaded efforts to remove barriers to effective colon cancer screening and to maximize its effectiveness. Education, research, and patient care are abiding interests of ACG—they are at the beginning and they remain so now.

After more than 85 years, the American College of Gastroenterology continues to shape the future of gastroenterology for the benefit of patients everywhere.

Sponsors outstanding clinical gastroenterology conferences both regionally and nationally, and publishes several journals: The American Journal of Gastroenterology, Clinical and Translational Gastroenterology, and ACG Case Reports Journal. The College promotes evidence-based guidelines to improve patient care and to establish a practice of medicine, and enhances its quality registry to allow gastroenterologists to benchmark and enhance their care. ACG has spearheaded efforts to remove barriers to effective colon cancer screening and to maximize its effectiveness. Education, research, and patient care are abiding interests of ACG—they are at the beginning and they remain so now.

After more than 85 years, the American College of Gastroenterology continues to shape the future of gastroenterology for the benefit of patients everywhere.

Promote the academic achievements of our profession by providing premier journal offerings and a robust and comprehensive annual meeting at no charge to our members.

Support and foster a wide variety of clinical and translational research projects. Warehouse and researchers through increases in funding of scholarships, awards and grants, and institute resources to strengthen the understanding of clinical research methods and promote scientific collaboration and impactful discoveries.

Enhance the professional satisfaction of our members by acknowledging and attenuating the impact of burnout, and acknowledging the importance of wellness and professionalism.

CREATE A POWERFUL VOICE IN ALL AREAS OF NATIONAL AFFAIRS AND PUBLIC POLICY

Promote and emphasize the importance of quality by establishing metrics, measuring outcomes, and providing leadership to enhance and evolve systems for measuring, researching, and improving quality improvement in the field of gastroenterology.

Support members and develop leaders who embody the values of éthique, humility, and professionalism to form the governance of the College, emulate our mission and vision, and place ethical and fiscal responsibility of the affairs of the College, and represent the diverse interests and needs of the membership.

Embrace the values of camaraderie, mutual trust, and respect within a diverse professional organization composed of voluntary executive officers, board of governors, board of trustees, board of governors, administration, and our members.

NEW KEY PRIORITIES

KEY PRIORITIES of the ACG

1. Satisfy the needs of our membership and profession through adherence to our mission and vision. The strength of the organization flows through the provision of services to a diverse group of clinicians who strive to provide the optimal care for their patients with digestive diseases and disorders.

2. Support and develop leaders who embody the values of éthique, humility, and professionalism to form the governance of the College, emulate our mission and vision, and place ethical and fiscal responsibility of the affairs of the College, and represent the diverse interests and needs of the membership.

3. Create and deliver timely and relevant educational activities and academic opportunities. Through a variety of innovative platforms enhancing best practices in patient care, practice management, and leadership in gastroenterology and hepatology.

4. Promote the academic achievements of our profession by providing premier journal offerings and a robust and comprehensive annual meeting at no charge to our members.

5. Support and foster a wide variety of clinical and translational research projects. Warehouse and researchers through increases in funding of scholarships, awards and grants, and institute resources to strengthen the understanding of clinical research methods and promote scientific collaboration and impactful discoveries.

6. Promote and emphasize the importance of quality by establishing metrics, measuring outcomes, and providing leadership to enhance and evolve systems for measuring, researching, and improving quality improvement in the field of gastroenterology.

7. Create a powerful voice in all areas of national affairs and public policy to advocate for all our members, improve the practice of medicine, and enhance the health and well-being of our patients.

8. Enhance the professional satisfaction of our members by acknowledging and attenuating the impact of burnout, and acknowledging the importance of wellness and professionalism.

9. Strengthen partnerships and alliances with national and international organizations to improve the GI health of all populations through education, research, and advocacy.

10. Satisfy the needs of our membership and profession through adherence to our mission and vision. The strength of the organization flows through the provision of services to a diverse group of clinicians who strive to provide the optimal care for their patients with digestive diseases and disorders.

These key priorities will be reassessed every 3 years.
December 27: The society is physicians with a clinical or research health care.

1932: Oppenheimer, Crohn & Ginzburg makes its debut in March. One of these, cancer screening benefit. ACG initiates a clinical research paper published.

1941: Because of the contribution to gastroenterology. The association's first award grant to AGA. Morrison helps establish the institutions.

1950: The Stuart Distinguished Award grant is increased to $40,000 per year for two years.

1953: AGA annual scientific meeting. The Junior Faculty Development and postgraduate course. Richter, Carey, Castell, Richter, Carey, Castell... inaugurate the Junior Faculty Development and postgraduate course. Richter, Carey, Castell, Richter, Carey, Castell... inaugurate the Junior Faculty Development and postgraduate course. Richter, Carey, Castell, Richter, Carey, Castell... inaugurate the Junior Faculty Development and postgraduate course. Richter, Carey, Castell, Richter, Carey, Castell... inaugurate the Junior Faculty Development and postgraduate course. Richter, Carey, Castell, Richter, Carey, Castell... inaugurate the Junior Faculty Development and postgraduate course. Richter, Carey, Castell, Richter, Carey, Castell... inaugurate the Junior Faculty Development and postgraduate course. Richter, Carey, Castell, Richter, Carey, Castell... inaugurate the Junior Faculty Development and postgraduate course. 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The College now includes nearly 15,000 members from 86 countries. In the early 2000s the College purchased its first permanent home, a building in Bethesda, Maryland. The College continues to be a strong advocate for the needs of patients with digestive disorders and their physicians as health care continues to change.

During the 1980s the Board of Trustees authorized funding for clinical research projects. Small at first, the success of this program led to the creation of the ACG Institute for Clinical Research & Education in 1994 as a division within the College to increase opportunities for young clinical researchers, to expand our knowledge about the science of gastroenterology, and to provide resources for a wide array of physician and patient educational projects. Supported by contributions to the College, the ACG Institute has, through 2018, funded 626 investigators with more than $39 million. The ACG Institute is most proud of the more than 50 Junior Faculty Awardees whose academic careers have been launched through Institute funding in the last two decades, than 50 Junior Faculty Awardees whose academic careers have been launched through Institute funding in the last two decades, enriching the next generations of clinical researchers.

The American College of Gastroenterology remains true to its roots and dedicated to the advancement of gastroenterology. The College—hosts the ACG Education Universe, an online trove of continuing medical education programs available throughout the world, and supports the international educational efforts of the World Gastroenterology Organisation. ACG assists the next generation of gastroenterologists with innovative initiatives for fellow-in-training, such as the ACG Edgar Achkar Visiting Professorship Program and other fellow programs. The College develops and supports the international educational efforts of the World Gastroenterology Organisation. ACG assists the next generation of gastroenterologists to benchmark and enhance their care. ACG has spearheaded efforts to remove barriers to effective colon cancer screening and to maximize its effectiveness. Education, research, and patient care are abiding interests of ACG—they were at the beginning and they remain so now.

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2. Support members and develop leaders who embody the values of ethical behavior and professionalism to form the governing structure of the College, emulate our mission and vision, ensure social and fiscal responsibility of the affairs of the College, and represent the diverse interests and needs of the membership.

3. Create and deliver timely and relevant educational activities and academic opportunities, through a variety of innovative platforms enhancing best practices in patient care, practice management, and leadership in gastroenterology and hepatology.

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7. Create a powerful voice in all areas of national affairs and public policy to advocate for all our members, improve the practice of medicine, and enhance the health and well-being of our patients.

8. Enhance the professional satisfaction of our members by acknowledging and attenuating the impact of burnout, and acknowledging the importance of wellness and professionalism.

9. Embrace the values of camaraderie, mutual trust, and respect within a diverse professional organization composed of voluntary executive officers, board of governors, board of trustees, board of directors, board of governors, administration, and our members.

10. Strengthen partnerships and alliances with national and international organizations to improve the GI health of all populations through education, research, and advocacy.
5. The Board of Governors will help identify members who distinguish themselves in service to the College and afford them opportunities to demonstrate and expand their leadership capabilities for the organization and the profession of clinical gastroenterology.

6. The Governors will identify and orchestrate approaches to expand College membership.

7. The Governors will help identify leaders who distinguish themselves in service to the College and advance the priorities of the membership and the patients we serve, as well as our profession at large. The charter of the Committees, standing or ad hoc or of any councils appointed by the College, should be constantly reassessed to ensure their charge is relevant and meets the mission of the College. The Committees provide an important forum where College members can engage with each other on the important work of the organization.

8. The ACG Institute generates philanthropic support of the work of the College from both industry partners and generous individuals and is critical and strategically important as the ACG looks to grow the corpus of its endowments, securing the future of the organization.

9. The ACG Institute advances investigative science and clinical practice through its support of a variety of Clinical Research Awards, which include the Junior Faculty Development Awards, a three-year award to support career development.

10. The ACG Institute serves as an incubator of evidence-based educational programs and resources for clinicians and their patients, focusing on areas of need with direct impact on practice.
4. College remains committed to:
   diversity of our profession. To that end, the College will actively seek to ensure that College membership reflects the diversity among the membership across GI specialties and personal background.
   2. Maintain the tradition of prudent deployment of resources and responsible management of finances to ensure that the College can meet its needs far into the future.
   3. The Executive Director and the Trustee for Administrative Affairs will collaborate to assure that sound principles of non-profit governance are in place for the College.
   4. Organize and implement an orientation and mentoring process for new trustees through their first term of appointment.
   5. Act as ambassadors of the College.
   6. Embrace fiduciary and other responsibilities as leaders of the organization.
   1. Advance the priorities of the membership by continuing the College’s commitment to including both academic and private practice clinicians in leadership roles and by reflecting the diversity among the membership across GI specialties and personal background.

GOVERNANCE AND ADMINISTRATION

BOARD OF TRUSTEES:
1. Recruit more women, under-represented minorities, advanced practice providers, and practice leaders (e.g. managers) into the membership.
2. Continue outreach to GI Program Directors and GI trainees for membership.
3. Recognize the impact of membership diversity through programs and projects designed to meet the specific and unique needs of different groups of College members.
4. Provide our members with tools and resources to allow them to provide the best care for their patients.
5. Support our members with resources and mentorship to enhance their professional success.

MEMBERSHIP

Support our members with resources to allow them to provide the best care for their patients.

Provide our members with tools and resources to allow them to provide the best care for their patients.

Recruit more women, under-represented minorities, advanced practice providers, and practice leaders (e.g. managers) into the membership.

Continue outreach to GI Program Directors and GI trainees for membership.

Recognize the impact of membership diversity through programs and projects designed to meet the specific and unique needs of different groups of College members.

GOVERNANCE AND ADMINISTRATION

COMMITTEES AND COUNCILS:
7. The work accomplished in the Committees of the College represents some of the most important activity done on behalf of the membership and the patients we serve, as well as our profession at large. The charter of the Committees, standing or ad hoc or of any councils appointed by the College, should be constantly reassessed to ensure their charge is relevant and meets the mission of the College. The Committees provide an important forum where College members can engage with each other on the important work of the organization.
   1. Committees are the backbone of the College.
   2. Committees represent a means of personal involvement and contribution by College members.
   3. Committee members are expected to participate in calls, meetings, and share in the necessary committee work.
   4. Committee Chair leadership offers a mechanism to identify the strengths and share in the necessary committee work.

GOVERNANCE AND ADMINISTRATION

ACG Institute:

The mission of the American College of Gastroenterology Institute for Clinical Research and Education is to promote digestive health through education of the clinician, the patient, and the public; to support clinical research and innovation in gastroenterology and hepatology; and to raise public awareness about prevention of digestive disease.
EDUCATION

Education is a founding principle of the College. The College is committed to lifelong learning in the pursuit of outstanding patient care and will:

1. Offer the foremost educational opportunities for all constituents of the College.
2. Develop novel formats for both live and virtual education, including formal and informal settings, and use of innovative technology and learning methods.
3. Emphasize interactive and collaborative learning activities to further our educational goals.
4. Promote educational activities that feature evidence-based diagnostic and therapeutic strategies.
5. Generate, update, and disseminate practice guidelines to optimize and standardize quality of care.
6. Provide tools for practitioners to implement quality assessment and practice improvement activities.
7. Foster the development of trainees by providing unique learning opportunities involving experts in both clinical practice and academic research.
8. Furnish high-quality patient education materials to support clinical practice.
9. Implement strategies and contribute resources for members to maintain knowledge and competency in the practice of gastroenterology.

PUBLICATIONS AND COMMUNICATIONS

The College has always provided our membership with state-of-the-art information via print and, more recently, digital publications. The College is committed to:

1. Maintaining the highest level of publication quality and continue to expand the reach of The American Journal of Gastroenterology in print and digital format.
2. Continuing to develop and update web-based and social media tools for communications, news, and continuing medical education.
3. Promoting the reputation of the expanding publication of the College’s family of journals, including Clinical and Translational Gastroenterology and ACG Case Reports Journal, as well as other publications to meet the needs of clinicians and trainees.
4. Expanding the development and regular updates of clinically relevant evidence-based practice guidelines.
5. Enhancing access to high-quality patient publications and electronic media.
6. Partnering with other patient and professional organizations and explore new technologies to enhance patient and member communication.
## PUBLIC POLICY

The College is the voice and advocate for our members in order to provide the best care of our patients. The College is committed to:

1. **Maintaining and expanding ACG’s role as the primary champion** of the professional needs of clinical gastroenterologists in the legislative and regulatory arenas while collaborating with other societies and organizations on issues broadly impacting practitioners and the provision of quality care.

2. **Exploring methods and opportunities for interaction** with patients, the public, the media, patient advocacy societies, non-profit organizations, and other medical societies to support ACG public policy issues. Actively searching for opportunities to collaborate with other national societies when it is in the best interest of our members and ACG objectives.

3. **Continually evaluating the role of public policy** consultants and providing an ongoing review to the Board of Trustees regarding the consultants’ effectiveness in meeting the College’s needs as defined by the College leadership, Legislative and Public Policy Council, and Executive Director.

4. **Re-evaluating and expanding membership education, training, and communication** regarding public policy, with major emphasis on the grassroots activities undertaken through the Board of Governors, key committees, and the membership at large.

## RESEARCH

Funding and promoting clinical research is a founding principle of the College. The College and the ACG Institute are committed to:

1. **Promoting and supporting research** in all aspects of clinical gastroenterology, education, and quality for trainees, clinicians, and physician scientists.

2. **Continue to champion the funding for clinical research** from the College, the ACG institute, and other sources.

3. **Encourage research** to establish clinical outcomes for commonly seen GI conditions where they do not currently exist.

4. **Explore opportunities to partner** with other funding sources to develop projects of mutual interest.
QUALITY

The College must continue to be a leader in promoting quality for clinical gastroenterology and make quality a priority to:

1. **Maintain and expand our GI registry** (GIQuIC) and measure, report, and research quality outcomes that are meaningful, practical, and relevant to clinical gastroenterology.
2. **Encourage, coordinate, and monitor all quality-related activities** across the College.
3. **Collaborate with sister societies** on developing quality metrics.
4. **Proactively identify and expand quality metrics** and engage with governmental agencies responsible for assessing quality in clinical gastroenterology.
5. **Develop and define metrics to improve quality** in non-procedural areas including access, results reporting, patient communication, and patient experience.

WELLNESS AND PROFESSIONALISM

The College recognizes the substantial work-related pressures to which clinicians are exposed and the associated burnout which threatens the gastroenterology workforce. The College endeavors to:

1. **Increase awareness in our members** of the signs and symptoms of burnout and the benefits of wellness and professionalism.
2. **Educate our members on both personal and organizational strategies** to mitigate burnout.
3. **Provide tools and resources** to measure burnout and improve wellness and professionalism.
4. **Partner with other organizations to advocate** for innovative systems or changes in health care delivery to reduce redundancy and low value activities in the workplace.
5. **Demonstrate, by example, professionalism** in every aspect of patient, peer, and public interactions.