



STRATEGIC PLAN 2019-2024

ISBT has a new Strategic Plan which will drive everything we do for the next 5 years. We want to expand on our recognition as a **truly global and inclusive society** with a high scientific focus which travels from ‘vein to vein’

We want to expand our global reach and will do this by engaging with our members locally, digitally and through our congresses and educational activities. We want to see our members develop and grow, this way **we will together achieve our vision**.

VISION

A world of safe and sufficient blood

MISSION

ISBT is a global community of professionals sharing knowledge to enhance transfusion practice. We do this by: Providing opportunities for advancing knowledge and education & by advocacy for the welfare of blood donors and patients.

PRIORITIES

- **Develop and deliver a high-quality integrated education and training programme for ISBT**
Develop and deliver an effective online educational toolbox on all aspects of Transfusion Medicine
- **Expand ISBT’s global reach with an emphasis on new regions**
Improve ISBT brand awareness outside Europe and North America on Medicine
- **Increase participation of currently underserved members**
Increase the number and involvement of Young Professionals & Transfusion Practitioners & Nurses
- **Increase the involvement of Working Parties in ISBT**
Support all WPs to implement a work plan that aligns with ISBT strategy
- **Raise the reputation of ISBT publications**
Ensure that Vox Sanguinis is a prestigious and high-impact journal
- **Develop an advocacy agenda**
Advocate for effective, nationally coordinated and regulated blood services ensuring motivated blood donors, a safe and sufficient blood supply, patient-centred outcomes and community confidence.

STRATEGIC GOALS:

We are pleased to introduce our 9 strategic goals. These new goals are designed to keep, and build upon those things we do well and they also address areas where we feel we can improve.

EDUCATION & KNOWLEDGE

Be the global ‘go to’ organisation for transfusion medicine education, and knowledge sharing

TRAINING AND IMPLEMENTATION OF KNOWLEDGE

Be the leader in transforming knowledge into practice

INTERNATIONAL OUTREACH

Engage transfusion medicine professionals and institutions globally

CONGRESS

Be the international congress of choice for transfusion medicine professionals

PUBLICATIONS

Be respected for high-quality scientific and professional publications

DIGITAL RESOURCES

Be a trusted ‘go to’ source for information and interaction in all aspects of transfusion medicine

WORKING PARTIES

Support Working Party activities to achieve outputs aligned with the ISBT strategy

GOVERNANCE

Be recognized for transparent and sustainable governance

ADVOCACY

Be the advocate for blood donors and patients

