



### **Listening, Learning Leading: BSH Strategy 2021-23**

The BSH strategy, launched in February 2021, has the following Vision and Mission:

#### **Vision:**

BSH will be the membership organisation of first choice for all UK haematology professionals, an association through which they connect, share their learning and provide a highly influential voice on all aspects of haematology.

#### **Mission:**

BSH promotes excellence in the study, research and practice of haematology for the benefit of professionals and the wider public.

The Vision and Mission support the overall charitable objects of BSH which are:

“To advance the practice and study of haematology and to facilitate contact between persons interested in haematology.”

The overarching purpose of the strategy is to ensure that BSH is fit for purpose now and into the future.

#### **Background**

We were on track to launch the new strategy in October 2020, when the Covid-19 pandemic struck. We used the time to pause, reflect and reset. We decided to commission research amongst members on the three proposed aims for the strategy:

1. Membership support for all MDT professionals
2. Knowledge transfer
3. Advocacy for the discipline and across the profession.

The research, based on in-depth interviews, showed that BSH was on the right track with its three new strategic aims. Members perceive BSH in a positive way with guidelines and education being highly valued; membership seen as excellent value for money; and members wanted the Society to advocate for all those working in the profession. By postponing the launch of the strategy to February 2021, we were able to incorporate the findings of this research into the plan.

## **In more depth**

The three aims for the strategy are:

### **1**     Membership support for all MDT Professionals

- Ensuring our membership, volunteers and activities are reflective of the broader haematology community
- Improving membership benefits and increasing member numbers
- Providing networking opportunities that bring haematology professionals together
- Expanding the reach of the Annual Scientific Meeting
- Providing information about haematology careers to increase recruitment into haematology professions

### **2**     Knowledge Transfer

- Expanding our educational offering to align with the broader haematology community
- Providing and supporting education for students and professionals at all levels
- Raising standards of clinical care and laboratory practice through guidelines and the provision of expert advice
- Providing support for research via our publications, events and grants

### **3**     Advocacy

- Raising the profile of haematology
- Supporting the haematology work force
- Representing the interests and concerns of haematology professionals at national and international levels

## **Making BSH a sustainable organisation**

The three strategic aims will support the ultimate purpose of making BSH a sustainable organisation over the longer term: how we support members depends on the security of the BSH in terms of resources: people, finance and infrastructure.

As well as making sure the Society can continue to serve its membership and the wider haematology community, there are societal issues that the BSH must consider such as reducing its own impact on the environment and furthering its EDI agenda, thereby setting a positive example as a professional membership body and employer.