



Strategy

2024-26

Improving lives in
the haematology
community

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Glossary

AHP – Allied Health Professionals
AI – Artificial Intelligence
ASH – American Society of Hematology
ASM – Annual Scientific Meeting
BSH – British Society for Haematology
EDI – Equality, Diversity & Inclusion
EHA – European Haematology Association
GLs – Guidelines
MDT – Multi-disciplinary Team
PA – Physician Associates
SIG – Special Interest Group

Welcome

We are proud to present the British Society for Haematology (BSH) Strategic Plan 2024-26.

This is an exciting and challenging time for haematology and the work we do as a membership body is more important than ever.

Our plan builds on achievements made since 2019, on multi-disciplinary (MDT) membership support and engagement, knowledge sharing and advocacy and partnerships. We will expand into a fourth strategic aim, “Advancing the Society” which will oversee our sustainability, to create the infrastructure needed to manage our growing ambition.

Success of our current strategy

Membership has risen by 35% since 2019. It was particularly encouraging to see that the fastest growing age range is 20–29-year-olds, up 114%. A new joint membership with the European Haematology Association (EHA) has increased our reach and our grants programme has supported members involved in research, education and global haematology, spending £500k in the past three years.

The Annual Scientific Meeting (ASM) has continued to flourish with excellent programmes and increasing attendance and sponsorship. This year we welcomed 1,500 delegates and, over this strategic cycle, over 1,000 have attended our one-day events and webinars. Our guidelines (GLs) web pages have had 55,000 visits and are referenced globally. In 2021, we introduced GL podcasts; we now have 46, with 50,000 downloads.

We have made great progress with our advocacy work, rolling out an 18-month research project, supported by two Clinical Fellows, which will gather data on the current state of the haematology workforce, set out plans for how we can better support them and promote areas of good practice across the UK. We have representatives from

eight different MDT roles working on our External Affairs Committee and across our workforce project group.

Our key ambitions for the new strategy will be:

- Supporting our members throughout their careers, with an emphasis on improving the benefits for registered nurses and support workers for nurses, allied health professionals (AHP), physician associates (PA), pharmacists, biomedical and clinical scientists, laboratory and research staff, while providing ongoing support to our core medical membership.
- Promoting and delivering the ASM, a comprehensive education programme, a portfolio of guidelines and adapting our programmes to appeal to a wider audience, reflecting learner needs and innovation in educational delivery.
- Being a powerful voice for haematology, supporting and championing the specialty and the entire multi-disciplinary team, helping them to deliver excellent patient care.
- Developing BSH so it has the people and resources it needs. By valuing and developing our staff and volunteers, we will ensure the success of this strategy and remain a sustainable organisation into the future in terms of governance, operations and finance. More information on our ambitions and how we will fulfil them is given below.

We are grateful to everyone who contributed to this strategy: our Board, staff and many Committee and Special Interest Group (SIG) volunteers and we look forward to implementing it with your expertise, energy and enthusiasm.



Dr Josh Wright,
President



Dr Sue Pavord,
Vice President

Vision

To make the study and practice of haematology central to healthcare and ensure that, through training, research and support to our workforce, people have access to the highest standards of care and treatment.



Mission

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

To promote excellence in the study, research and practice of haematology for the benefit of professionals and the wider public through:

- Providing multi-disciplinary education for students and professionals at all levels;
- Raising standards of clinical care and laboratory practice through guidelines and expert advice;
- Supporting research through our publications, programmes and grants;
- Creating networking opportunities that bring haematology professionals together;
- Representing the interests and concerns of haematology professionals at national and international levels;
- Supporting our members across the duration of their careers;
- Offering and signposting to wellbeing resources.

Charitable purpose

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

18%
of membership is made up of registered nurses and support workers for nurses, AHP, PA, pharmacists, biomedical and clinical scientists

Our values

In spring 2023 we worked to identify the core values that underpin the work and working environment at BSH. We will pursue our commitment to staff and volunteers by being:



Transparent

We commit to being open throughout our ideation and decision-making processes. We will provide a platform for our staff and volunteers to contribute to important decisions.



Supportive

We will create a supportive, empathetic, caring workplace where staff and volunteers feel they can share their aspirations and challenges and that they will be heard.



Creative

We will cultivate a space where people can explore ideas with curiosity and without judgment or expectation.



Pioneering

We will encourage innovation and forward thinking to improve the way we serve our members and support our staff and volunteers, empowering our whole team to contribute to achieving our objectives.



Inclusive

We welcome and celebrate different views and ideas because we know that diversity makes us stronger. We actively listen and are open to change.

Strategic aims

1. Membership support and engagement

Increasing, diversifying and valuing our members and volunteers, while providing value to them.

2. Knowledge sharing

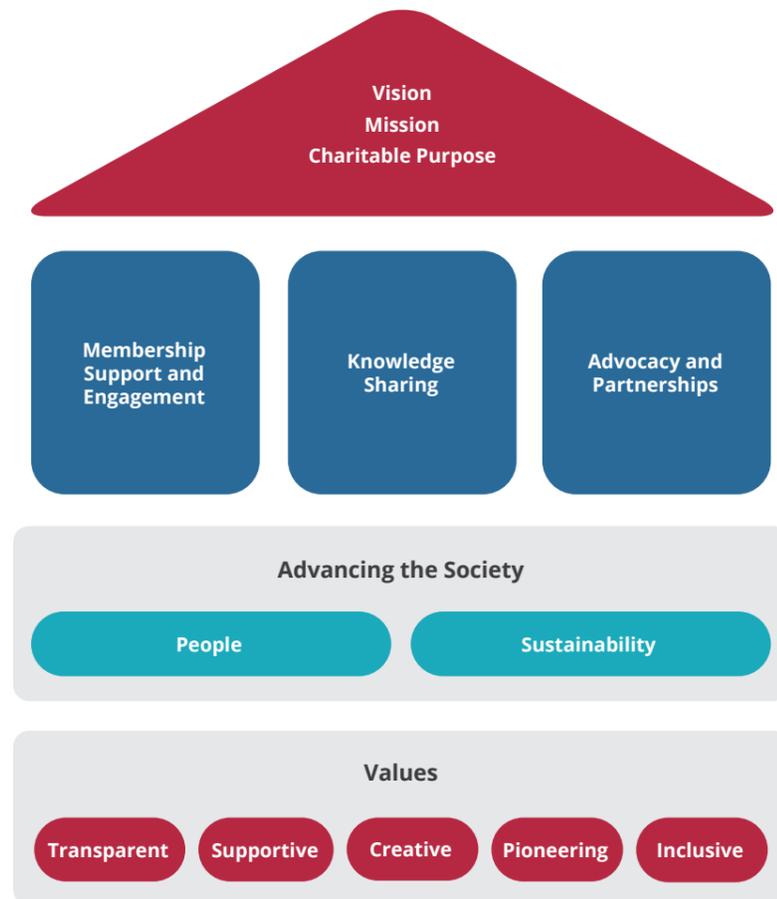
Through education, training, guidelines and supporting research.

3. Advocacy and partnerships

Helping to advance the practice of haematology through advocacy, research and collaboration.

4. Advancing the Society

By diversifying income, creating the right infrastructure and culture for people (staff and volunteers), we will support organisational sustainability and resilience.



Membership support and engagement

By 2026, we will be supporting our members throughout their careers, raising awareness of our offering and improving our benefits to better represent the diversity of the haematology team. We will achieve this by:

- Continuing to engage with our core medical membership to support retention, training and opportunities for career advancement amongst haematology trainees.
- Improving data collection and analysis so BSH has a better understanding of why people join and leave BSH and the demographics of its membership.
- Growing BSH's membership with a focus on increasing member numbers for registered nurses and support workers for nurses, allied health professionals, physician associates, pharmacists, biomedical and clinical scientists, laboratory and research staff by 10% so BSH can better advocate and represent all haematology roles.
- Investigating honorary membership options to recognise those who are highly influential.
- Encouraging early engagement with our specialty about opportunities for medical students and other groups.
- Reviewing BSH research and grants strategy to ensure good governance and maximum impact.
- Raising awareness of the Specialist Interest Groups (SIGs) and encouraging more people to join SIGs increasing SIG membership by 10%.
- **By the end of 2024, we will:**
 - Survey non-member and member registered nurses and support workers for nurses, allied health professionals, physician associates, pharmacists, biomedical and clinical scientists, research and laboratory staff, to get a clear understanding of what they want from BSH membership with a view to improving the offering.
 - Redesign the BSH website homepage to improve awareness of benefits of membership and other strategic aims.
 - Review options for an honorary membership category with a view to introducing this as a new membership category in 2024.
 - Review the Cohort Grant (pilot) to ascertain its future as part of considering how BSH wants to fund research. Consider introduction of grants to support welfare.
- Supporting members throughout their careers through developing new benefits and raising awareness of our current offerings.
- Extending our global outreach by partnering with haematology societies in other countries and other organisations performing work with overlapping interests.

Knowledge sharing

By 2026, we will promote and deliver an accessible Annual Scientific Meeting (ASM), education and guidelines portfolio, adapting our offer to professionals to reflect trends in haematology and learning needs. We will achieve this by:

- Providing high quality, affordable education for haematology professionals.
 - Ensuring that the guidelines portfolio is easily accessible and maintains quality content.
 - Creating new ways of learning, collaborating with specialist groups and grassroots projects.
 - Utilising the ASM as the main platform to network, exchange new ideas and deliver sessions that engage the next generation of haematology professionals.
- By the end of 2024, we will:**
- Grow the education day events beyond the current offering that are consistent in quality and attendance, incorporating the best in online advances for professionals needs.
 - Evaluate the resourcing and wider role of the guidelines team, both staff and volunteers.
 - Continually strengthen collaborative guidelines and/or partnerships with the European Haematology Association (EHA) and the American Society of Hematology (ASH).
 - Review and research how education as a format is delivered to fully engage with busy professionals (e.g. increasing numbers of podcasts, online access, chat rooms for trainees).
 - Develop a new policy, with advice from external consultancy, which engages with biomedical and pharmaceutical industry through yearly events.
 - Increase face to face attendance at future ASMs, while developing a new lens to showcase advances within haematology (e.g. artificial intelligence, EDI, work force planning and research).

1486

registrations for the 2023 Annual Scientific Meeting

Advocacy and partnerships

By 2026, we will be a powerful voice for haematology, supporting and championing the specialty and the entire multi-disciplinary team, helping them to deliver excellent patient care. We will achieve this by:

- Continuing to better understand and support the haematology workforce through research, policy influence and maintaining an awareness of current and potential issues affecting haematology and the haematology workforce.
 - Creating and enhancing strategic partnerships, empowering our membership to maximise our influence in advocating for haematology and the haematology community.
 - Promoting quality in haematology by supporting and sharing progress in academic science, laboratory services, novel developments and ways to improve practice.
 - Further developing our relationship with industry.
 - Showing the potential of haematology to the next generation of doctors and healthcare workers, to encourage people to pursue careers in haematology.
- By the end of 2024, we will:**
- Deliver the current workforce project and identify areas of further work, to include how the Society can support haematologists close to retirement to remain in the workforce and being an effective voice for the entire workforce.
 - Strengthen existing partnerships and identify new partners and opportunities to help us to achieve our wider goals.
 - Develop a strategy to ensure we have an effective voice for people with haematological disorders.
 - Develop (with external consultancy advice) a new policy on engaging with industry through yearly events and activities whilst maintaining impartiality.



Advancing the Society – people

BSH succeeds because our staff and volunteers work as a team. By making Equality, Diversity & Inclusion a fundamental part of our work, we will work within our values to provide our membership and the wider haematology community with the best possible service.

Staff

By 2026, we will:

- Adequately resource our team to achieve our strategic objectives.
- Ensure that our people thrive in their roles and deliver our strategy by providing them with support and guidance.
- Identify and deliver personalised training requirements as part of the appraisal process and through regular staff support sessions.
- Develop an open culture with good communication channels based on an open dialogue and active listening.

By the end of 2024, we will:

- Assess how we can improve through appraising the way we work with our values.
- Create personalised training plans for each staff member.

Volunteers

By 2026, we will:

- Enhance the volunteer journey through improved recruitment, retention and recognition.
- Ensure volunteers feel engaged and part of the BSH community.
- Increase the engagement of the wider membership with the work of the Society.
- Work to ensure we engage the next generation of haematology professionals to help shape and deliver the work of the BSH.
- Create a position for a trainee representative to sit on the Trustee Board.

By the end of 2024, we will:

- Increase the number of members voting in Board elections by 15%.
- Create a database of members interested in volunteering that we can call on when vacancies arise.
- Improve the volunteer induction process.
- Update the web content around volunteering and volunteer groups to increase engagement with potential volunteers.
- Identify areas where we can improve the recognition of the hard work of our volunteers.

360

volunteers currently working with BSH



Equality, Diversity & Inclusion

By 2026, we will:

- Ensure BSH is a safe, supportive and welcoming place to work for all.
- Draw on expertise through collaboration and consultation to ensure EDI principles run through all BSH activities.
- Identify and remove barriers to volunteering so that everyone who wants to contribute to our work can.
- Remain accountable by assessing and monitoring activities across all areas of BSH.

By the end of 2024, we will:

- Fully assess our position in relation to our staff, volunteers, membership and activities to create a baseline; shared and publicised via an annual EDI report.
- Identify schemes that will help us to achieve our EDI goals.
- Include EDI training (such as unconscious bias and EDI in the workplace) in all staff mandatory training packages.



Advancing the Society – sustainability

By achieving financial, environmental and operational sustainability, we will ensure BSH can continue to operate in the best interests of our membership, providing the support they need long into the future.

Income Diversification

By 2026, we will:

- Develop an income diversification plan to reduce reliance on journal income by 20%, ensuring we are financially secure to support future generations of haematology professionals and maintain fossil fuel exclusions on our investment list.
- Analyse our networks’ potential and find new ways to earn income for BSH.
- Manage society investments to balance best financial return and ethical considerations.

By the end of 2024, we will:

- Explore the possibility of securing funding from the biomedical and pharmaceutical industry, pooling resources, or even merging functions with other organisations in the future.
- Define why the BSH wishes to fundraise. Research the process, policies and resources we would need in place to fundraise.

Environmental Responsibility

By 2026, we will:

- Commit to becoming a net zero organisation.
- Create a carbon reduction strategy, set credible and achievable targets to a realistic pathway for achieving net zero.
- Ensure BSH is using renewable energy sources to meet its energy needs.
- Look to how BSH can use its investment funds to invest in community infrastructure or renewable energy to help the UK meet climate commitments.

By the end of 2024, we will:

- Commission a green audit to measure our environmental impact and be accountable by producing an annual environmental responsibility report.
- Consider how we can expand our networks to assist in our environmental aims.

Governance, Compliance & Operations

By 2026, we will:

- Ensure best practice in our governance by keeping our governance documents, policies and guidance documents up-to-date and easy to follow.
- Provide volunteers with clear governance and compliance processes that are well explained and well publicised.
- Continue to improve our data systems to ensure we adhere to our retention policy and that we systematically delete records.
- Incorporate succession planning into the work of all committees and SIGs.
- Work together to improve service quality by collaborating across our committees and SIGs.

By the end of 2024, we will:

- Incorporate efficient and modern HR systems into our organisation.
- Update and maintain SharePoint to ensure all volunteers have access to relevant documents.



2800

BSH members as of the 2021-2023 strategy cycle

“

The camaraderie within these [Committees] has been a source of motivation and support. It’s a reminder that, in healthcare and beyond, we achieve the greatest successes when we come together.

”



Conclusion

BSH is a member-driven Society, inclusive of the entire haematology multi-disciplinary team.

This new strategy, launching early 2024 and running until the end of 2026, will help us to both diversify and support our membership throughout their careers. This will be achieved through education, grants, guidelines, our annual scientific meeting, and advocating for our members through policy, research and strategic partnerships. In implementing this strategy we will also develop the Society to ensure stability for the future, so that we can continue to support future generations of the haematology workforce.

Our Society achieves what it does because of the dedication and enthusiasm of our volunteers. If you are interested in joining our amazing team of volunteers across our Trustee Board, Committees and Special Interest Groups, then please get in touch. We would love to have you on the team.



British Society for Haematology

100 White Lion Street, London, N1 9PF

Phone: 020 7713 0990

Website: b-s-h.org.uk

