

2017-2022 Strategic Plan



ISOQOL

INTERNATIONAL SOCIETY FOR QUALITY OF LIFE RESEARCH

In 2017, the ISOQOL Strategic Planning Committee developed a five-year Strategic Plan. The committee used original feedback collected from Member and Key Opinion Leader surveys to determine key factors and major themes for the new plan. In August 2017 a draft was made available to membership for comment and was later finalized in October 2017.

The 2017-2022 Strategic Plan outlines goals and strategies that will drive the society for the next five years in fulfilling its mission and vision.

MISSION

ISOQOL's mission is to advance the science of quality of life and related patient-centered outcomes in health research, care and policy.

VISION

The International Society for Quality of Life Research (ISOQOL) will improve quality of life for people everywhere by creating a future in which their perspective is integral in health research, care and policy.

PATIENT ENGAGEMENT

ISOQOL supports the patient voice in quality of life and patient-reported outcomes research. Patient engagement initiatives are intended to align ISOQOL's priorities and infrastructure with efforts to establish best practices in patient-engaged quality of life research and create educational efforts and model programs that promote best practices and fulfill ISOQOL's mission



STRATEGIC GOALS

1

Position ISOQOL as the leader in integrating health-related quality of life (and its components) into health research, care and policy.

Strategies:

- Ensure appropriate balance between methods, theory and substantive applications in ISOQOL's initiatives and activities.
- Forge mutually beneficial collaborations with organizations to advance the field.

2

Build a diverse, well-resourced, networked, and engaged membership that can also serve as a source of capable leadership for ISOQOL and the field now and in the future.

Strategies:

- Make membership more attractive.
- Retain current members.
- Recruit membership in regions and groups that are currently underrepresented.
- Foster professional identification with ISOQOL and expand networking opportunities



STRATEGIC GOALS

3

Increase awareness, recognition and support of ISOQOL as the trusted authority in the field.

Strategies:

- Clearly and efficiently convey ISOQOL's unique value through a range of communication strategies and methods.
- Optimize the website and social media outlets to provide value and increase visibility.
- Identify and formulate action in response to relevant issues.
- Leverage ISOQOL's journals as vehicles to deliver value and increase visibility

4

Expand and diversify our revenue base to support ISOQOL and its members in advancing our mission.

Strategies:

- Expand revenue-generating educational offerings.
- Diversify and develop other revenue-generating initiatives both within ISOQOL and/or partnering with outside organizations.
- Expand fundraising opportunities with all key stakeholders (e.g., industry, foundations, members, grants).