

**Society of Critical Care Medicine**  
Strategic Plan, 2021-2023  
Council Approved May 2020

**Mission**

The mission of the Society of Critical Care Medicine is to secure the highest quality care for all critically ill and injured patients.

**Envisioned Future**

The Society of Critical Care Medicine envisions a world in which all critically ill and injured persons receive care from a present integrated team of dedicated trained intensivists and critical care specialists.

Multi-professional teams use knowledge, technology and compassion to provide timely, effective, safe, efficient, and equitable patient-centered care.

**SCCM Organizational Guiding Principles**

- Promote a healing, safe and effective critical care environment for patients, their families and caregivers wherever critical care occurs across the health care continuum
- Promote the implementation of the integrated team of dedicated experts in the ICU for delivery of the highest quality, safest, most effective, and most cost-efficient critical care
- Advocate to patients, the public, and policy makers that critical care is a compassionate, patient-centered discipline
- Advocate career pathways in both research and clinical critical care that will attract and retain a quality team of personnel dedicated to improving the care of the critically ill and injured
- Provide the finest education for health care professionals, the public and policy makers regarding optimal delivery of critical care
- Promote and support quality research into all aspects of critical illness and injury
- Promote measurement of outcomes and processes to inform and improve patient care
- Promote member participation in quality improvement activities
- Foster development of critical care practitioners and leaders

The Society adheres to four considerations for decision making by all levels of leadership regarding whether current projects will continue, and new projects will be initiated:

1. Will the project promote the mission and vision of SCCM?
2. Is the project unique?
3. Is SCCM competent to accomplish the project?
4. What is the probability of SCCM's succeeding at the project?

### **SCCM Member Guiding Principles**

- Achieve the best possible outcome for each patient.
- Serve patients, their families, and society.
- Promote care delivery by integrated teams of dedicated experts.
- Demonstrate leadership.
- Behave ethically and honestly with compassion.
- Commit to be a critical care professional.

### **Crucial Factors Impacting SCCM and its Members**

- Political and Economic
- Resource constraints
- Aging Population
- Workforce
- Research Funding
- Ethical Issues

### **Internal Goal**

SCCM will be the worldwide leader in advancing, promoting and supporting the care of critically ill and injured patients.

**Strategic Plan**  
Goals and Objectives

**Goal 1: Education (Learn It)**

Enhance and expand integrated offerings and distribution of SCCM educational programs.

- 1.1. Fundamentals: Increase the basic knowledge and skills of all individuals that may need to care for the critically ill patient.
- 1.2. Review and Assessment: Encourage healthcare providers to achieve certification in their fields by providing the highest quality educational offerings
- 1.3. Knowledge and Skills: Provide top-rated continuing education for trained critical care professionals to further advance their knowledge and skills.

**Goal 2: Integrated Team of Dedicated Experts (Deliver It)**

Encourage best practices for the provision of optimal patient-centered care delivered by an integrated team of dedicated experts.

- 2.1. Membership: Encourage a multi-professional team and expand the number of member-providers available to care for the critically ill and injured.
- 2.2. Patient/Family: Provide resources that assist critically ill and injured patients and their families

**Goal 3: Improvement (Measure and Improve It):**

Encourage and promote implementation of research to improve the quality of patient care.

- 3.1 Research: Support, encourage and disseminate state-of-the art research (basic, translational, clinical-experimental, clinical-operational, outcomes, and health service delivery) in the field.
- 3.2 Quality Improvement: Provide guidance and tools to encourage the most effective and efficient means of improving care.

**Goal 4: Support:**

Provide a robust infrastructure to support the mission and goals of the Society.

- 4.1 Communications: Provide and encourage effective communication from SCCM and between all stakeholders.
- 4.2 Governance/Organizational Affairs: Maintain an environment that embraces best practices of association management.
- 4.3 General/Administrative: Employ optimal business practices to provide the framework to support the activities of SCCM. This area includes staff development, business processes, and financial management.

## 2021 Strategies and Action Plans

### 1. Education (Learn It): Enhance and expand integrated offerings and distribution of SCCM educational programs.

#### 1.1. Fundamentals: Increase the basic knowledge and skills of all individuals that may need to care for the critically ill patient.

1.1.1. Increase distribution of the new fundamentals programs in Latin America

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1.1.2. 2020: Revise the Critical Care Rounds (VCCR) program to increase usability by trainees and upload completed modules to Articulate so they are available for purchase.

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1.1.3. Develop and implement a marketing plan for the promotion of the VCCR program

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1.1.4. Expand distribution of the new fundamentals programs in Asia and Middle East Northern Africa (MENA)

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1.1.5. Expand distribution of fundamentals programs in China

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1.1.6. Develop and produce a FCCS-surgical product

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1.1.7. Implement the educational plan that targets non-intensivists managing patients in the ICU.

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1.1.8. Develop a comprehensive disaster management product that organizes information for all types and stages of disaster in multiple, manageable formats.

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1.1.9. Implement a program allowing for virtual skills training

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1.1.10. Create and implement a subscription model for licensed courses

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**1.1.11. Implement the CDC grant for emerging and re-emerging infectious diseases\***

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**1.1.12. Implement the Edwards Lifesciences Foundation grant to bring Fundamentals programs to low resource and underserved areas\***

\* New for 2021

## **1.2. Review and Assessment: Encourage healthcare providers to achieve certification in their fields by providing the highest quality educational offerings**

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1.2.1. Curate existing products into a program(s) to address the changes in maintenance of certification

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1.2.2. Development of a line of modularized educational and assessment offerings to assist critical care providers in addressing any identified knowledge gaps.

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1.2.3. Prepare and administer an international critical care knowledge assessment examination through partnerships with local critical care organizations

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1.2.4. *Create and implement a subscription model for the board prep courses*

## **1.3. Knowledge and Skills: Provide top-rated continuing education for trained critical care professionals to further advance their knowledge and skills.**

1.3.1. Increase distribution of licensed ultrasound courses.

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1.3.2. Develop the current concepts, adult into a licensed course.

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1.3.3. Develop a plan for licensed program for institutions that provides a complete training source for all critical care practitioners.

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1.3.4. Develop a standardized mechanical ventilation and airway course for use at Congress and suitable for licensing

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1.3.5. Development of a consensus statement manuscript suitable for peer-reviewed publication to define the scope of a technology response to mass casualty events.

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**1.3.6.** Implement the Tele-Critical Care Collaborative Network as outlined in the business plan

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**1.3.7. *Develop and implement the Critical Care Quick Study Program using the model for the COVID-19 Rapid Response Center \****

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**1.3.8. *Plan for the Career Advance Program Curriculum \****

**1.3.9. Plan and implement the COVID-19 industry-supported educational grants to completion \***

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1.3.10. Implement an online conference platform that allows engagement opportunities for attendees

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1.3.11. Create and implement the Best of SCCM Congress licensed course

**2. Team (Deliver It): Encourage best practices for the provision of optimal patient-centered care delivered by an integrated team of dedicated experts.**

**2.1. Membership: Encourage a multi-professional team and expand the number of member-providers available to care for the critically ill and injured.**

2.1.1. Monitor and refine (if necessary) the plan that outlines new membership structure for the Society in order to increase the number of members

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2.1.2. Implement the diversity goals as outlined in the charge of the Diversity and Inclusion Committee

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2.1.3. Implement recruitment strategies for the underrepresented target membership populations

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2.1.4. Develop, trial, and implement a plan for group/team memberships

**2.2. Patient/Family: Provide resources that assist critically ill and injured patients and their families**

2.2.1. Implement a marketing and distribution plan for the Patient Communicator app.

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**3. Improvement (Measure and Improve It): Encourage and promote implementation of research to improve the quality of patient care.**

**3.1. Research: Support, encourage and disseminate state-of-the art research (basic, translational, clinical-experimental, clinical-operational, outcomes, and health service delivery) in the field.**

3.1.1. Secure extramural funding as noted in the budget to support staff costs/overhead to facilitate Discovery network research activities.

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3.1.2. Publish multiple manuscripts in high-impact journals with an author byline that includes “[Author’s names]... on behalf of

Discovery, the Critical Care Research Network of the Society of Critical Care Medicine.”

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3.1.3. Initiate development of databank of common data elements across multiple Discovery research network studies

### **3.2. Quality Improvement: Provide guidance and tools to encourage the most effective and efficient means of improving care.**

3.2.1. Integrate the ICU Liberation data set into all related products and programs

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3.2.2. Promote and sell the ICU Liberation licensed course

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3.2.3. Publish the impact of COVID-19 on the family engagement collaborative.

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3.2.4. Continue implementing the CAUTI/CLABSI project with AHA HRET

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3.2.5. Develop an online app for the ICU Liberation Bundle.

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3.2.6. Develop and publish the insulin infusion guideline for management of hyperglycemia

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3.2.7. Revise guidelines for family-centered care to be published in 2024

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3.2.8. Develop new guidelines for ICU Design to be published in 2024

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3.2.9. ***Plan the Advanced Practice Provider Collaborative ensuring fees or grant funding covers expenses \****

## **4. Support: Provide a robust infrastructure to support the mission and goals of the Society.**

### **4.1. Communications: Provide and encourage effective communication from SCCM and between all stakeholders.**

4.1.1. Redesign and deploy an improved website

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4.1.2. Create and deploy an app for LearnICU and other programs and resources

4.1.3. Implement a new platform for work group communications

**4.2. Governance/Organizational Affairs: Maintain an environment that embraces best practices of association management.**

4.2.1. Track and increase usage of the new volunteer training program.

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***4.2.2. Obtain, and provide to Council background material on the necessity of the Collective Designated Seat on Council.***

**4.3. General/Administrative: Employ optimal business practices to provide the framework to support the activities of SCCM. This area includes staff development, business processes, and financial management.**

4.3.1. Staff Development/Leadership: Enhance staff performance, expand staff skills and knowledge. Work to more fully engage the staff. Encourage professional growth to improve bench strength.

4.3.2. Business Processes: Implement technology projects on time and on budget. Enhance staff technology knowledge, skills and use. Maintain the technical and physical infrastructure. Refine and automate administrative processes to reduce labor cost and improve service to members

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4.3.2.1. Automate the editorial manager data feed

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4.3.2.2. Consider a plan for outbound demand generation

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4.3.2.3. Complete the move of all data systems into cloud-storage for ease of access and improved functionality

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4.3.2.4. Create algorithms that addresses key marketing questions to drive membership and sales

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4.3.2.5. Complete and refine the implementation of sales/donor automation

4.3.2.6. Investigate the options for a new  
AMS

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4.3.2.7. Develop and implement a process to  
allow for group conference registrations

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4.3.2.8. Process for recurring dues  
payments

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4.3.2.9. Develop and implement a process  
for recurring charitable donations

4.3.3. Teamwork/Communications: Improve and enhance teamwork skills with colleagues and/or volunteers. Improve and enhance communication skills across all groups. Ensure committees, task forces, etc. are informed, engaged and appropriately implementing their charge in a timely manner.

4.3.4. Budget/Strategic Activities: Improve financial outcomes by meeting or exceeding budgeted revenues and by containing expenses without sacrificing quality. Expand and improve the volunteer leadership development process. Expand support to enhance international growth.

4.3.4.1. Increase the number and size of  
charitable gifts

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4.3.4.2. Improve donor activities and  
interactions at Congress.

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4.3.4.3. Develop metrics and process to  
review current programs and timely  
recommend to the SPC and Council,  
programs that may be appropriate for  
revision, merging or sunseting to  
ensure adequate capacity for new  
program development

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4.3.4.4. Create a comprehensive Industry  
engagement plan to include a data  
connector for industry paid access,  
corporate membership/sponsorship  
bundles, and industry education  
webinars

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4.3.4.5. Investigate mergers/acquisitions  
opportunities

4.3.4.6. Secure additional funding for  
COVID-19 education

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4.3.4.7. Secure additional funding for  
COVID-19 research

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4.3.4.8. Secure contracts for and deliver  
SCCM content for hosted use outside of  
the US.

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