

PEDIATRIC ACADEMIC SOCIETIES MEETING STRATEGIC PLAN, JULY 2017



PREPARED BY: THE PAS MEETING STRATEGIC PLANNING COMMITTEE

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CONTEXT AND PURPOSE FOR THE PAS MEETING STRATEGIC PLANNING PROCESS

Vision: The PAS Meeting will be the premier North American scholarly child health meeting.

The Pediatric Academic Societies Meeting brings together thousands of pediatricians and other health care providers united by a common mission: improving the health and well-being of children worldwide. This international gathering includes diverse child health researchers, clinician-educators, public health professionals, and clinical care providers. The PAS Meeting is led by four co-sponsors – the Academic Pediatric Association, the American Academy of Pediatrics, the American Pediatric Society, and the Society for Pediatric Research – in partnership with three alliance societies – the American Society of Pediatric Nephrology, the Pediatric Endocrine Society, and the Pediatric Infectious Diseases Society – and over 20 affiliate pediatric societies. Together, members of these organizations are leaders in the advancement of pediatric research, medical education, clinical care, and child advocacy and are dedicated to the current and future health and well-being of all infants, children, and adolescents.

The PAS Meeting has experienced tremendous growth over the course of the past two decades. Today, the PAS Meeting is a vibrant, multidisciplinary meeting that attracts

over 8,000 attendees from diverse child health disciplines to promote research and academics, impart professional education in basic and clinical sciences, and to provide a forum for networking opportunities for their members as well as for the broader pediatric community. The PAS Meeting has significant strengths and provides important value to stakeholders, including serving as a reliable and effective meeting venue for:

- Presenting state-of-the-art scientific scholarship across child health fields
- Providing numerous opportunities for interaction among child health professionals
- Supporting career and professional enrichment opportunities
- Conducting individual society meetings within the larger PAS Meeting
- Conducting effective and efficient society business (committee meetings, annual business meetings, plenaries, honorific activities, etc.)
- Promoting socialization and development of trainees and early-career scholars/academicians through mentoring





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and exposure to professional development opportunities, senior researchers, etc.

- Providing skill-development for educators, advocates, researchers, and leaders
- Connecting attendees to research resources and funding mechanisms
- Furthering pediatric medical education
- Strengthening advocacy for child health care and related research

Today, the PAS Meeting has an opportunity to build on its current strengths to set a clear, forward-looking vision for the future and to create and enact a plan to realize that vision. Key trends identified that informed the strategic planning process include the following:

- Changing business context for medicine and research
- Increasing use of technology by scholars, patients, and within medical meetings
- Shrinking resources available for professional development, including funds to attend medical meetings
- Evolving expectations for the formats and availability of professional education

This strategic plan is the product of a thoughtful, stepwise effort to take stock of the diverse views of PAS Meeting stakeholders and leadership voices that could inform the PAS Meeting's evolution as the premier North American child health scholarly meeting. This plan is intended to drive the PAS Meeting's ongoing evolution into a learning-focused, data-driven enterprise that stays abreast of key trends and innovations and that uses data and analytics to maximize the meeting's value for stakeholders. The recommendations made here are intended to reflect both the core interests and values of PAS Meeting societies and the needs of future generations of pediatric scholarly investigators, educators, and child health professionals.





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GOALS, STRATEGIES, AND METRICS FOR PAS EVOLUTION

GOAL #1: STRENGTHEN MEETING CONTENT DELIVERY AND INNOVATION IN RESPONSE TO EVOLVING ATTENDEE NEEDS AND INTERESTS

Strategies

1. Establish a "PAS Laboratory" that explores best practices and new formats, including those used at other medical and/or scientific research meetings. Introduce "PAS Lab"-branded sessions that feature innovative formats for participation and presentation at the PAS Meeting.
Examples could include cell phone polling, overflow rooms with audio and video feeds, podcasts, remote access, "on-demand" learning, interactive live formats, skill building, simulation, and academic competitions.
2. Increase presentation of cutting-edge science, advances in medical education, and opportunities to expand child health advocacy at the meeting.
3. Identify and implement additional strategies to connect attendees to research resources, clinical trials, and funding mechanisms and to enhance attendee access to resources.
4. Achieve broad attendee representation and programming from all pediatrics subspecialties.
5. Continually enhance the quality of data collection to investigate what meeting attendees value about the meeting. Develop strategies to build on these and "close the loop" by communicating both the data collected and resulting actions taken to PAS partner, alliance, and affiliate societies.
6. Continually evaluate and improve the abstract review and selection process.
For example, by ensuring new abstract reviewers receive training, by analyzing scores and managing discrepancy among reviewers, by learning more about abstract reviewers to enhance compatibility, and by enhancing the transparency of the process.

Metrics

- Objective and subjective measures of innovation and engagement.
For example, tracking the number of sessions, including PAS Lab sessions, that employ audience response technology, interactive formats, and the like; and participant evaluation of innovation and engagement of specific sessions and the PAS Meeting overall.
- Measures evaluating the ease of finding abstracts and other scientific content presented at the PAS Meeting.
- Measures evaluating the quality of abstract review.
For example, measuring inter-rater agreement on abstract reviews.



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GOAL #2: PURSUE SUSTAINABLE GROWTH AND FINANCIAL STABILITY

Strategies

1. Ensure high-quality pediatric programming for all participants.
2. Build on PAS Meeting's core identity as a welcoming, integrated multidisciplinary meeting.

For example, pursue program-planning strategies to incrementally and collaboratively increase the proportion of integrated/collaborative sessions while maintaining ample space and focus for each individual society to maintain its "meeting within a meeting." Examples could include establishing a minimum number of plenaries that must be interdisciplinary and planned jointly by multiple societies, challenging society programming committees to create symposia with interdisciplinary interest, and encouraging societies to work together to create sessions that will attract attendees of diverse backgrounds. Additional examples include inviting marquee keynote speakers to appeal to a broad spectrum of participants and choosing and arranging meeting venues to facilitate cross-disciplinary engagement.

3. Identify promising opportunities for growth and enhancement within the PAS Meeting structure.

Examples could include reaching out to societies and child health professionals underrepresented at PAS (e.g. critical care, pediatric surgeons, nurses, epidemiologists, children's environmental health, pediatric and adolescent mental health specialists, etc.) to encourage participation at the PAS Meeting; publishing key "proceedings" from the PAS Meeting in a prestigious journal and on the PAS Meeting website; electronically publishing accepted abstracts; enhancing and strengthening poster sessions; supporting societies in strengthening their own programs at PAS as well as working with them to strengthen cross-disciplinary programming; and engaging with the leadership of societies that are not attending or well represented at the PAS Meeting to discuss what value they could derive from the PAS Meeting.

4. Diversify revenue streams, including exploration of non-traditional revenue sources.

Examples could include video symposia, exhibitions, skill-building sessions, sponsorship, and subscriptions to PAS Meeting content.

Metrics

- Objective measures tracking press coverage of science presented at the PAS Meeting.
- Objective measures tracking growth.

Examples could include attendance at the PAS Meeting, attendance at scholarly sessions, attendance at integrated sessions, attendance by specialty, breadth of specialty participation, revenues, and revenue sources.

- Objective measures tracking conversion of abstracts presented at the PAS Meeting to peer-reviewed publications.

For example, by asking presenting authors to have and provide to PAS ORCID IDs in order to facilitate tracking of published research initially presented at the PAS Meeting.





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GOAL #3: ENHANCE THE ATTENDEE EXPERIENCE AND THE VALUE-ADD OF THE PAS MEETING

Strategies

1. Explore strategies to foster connections and inclusion at the PAS Meeting.
Examples could include strengthening the sense of a home and professional community nested within the larger PAS Meeting; and enhancing the experience of first-time attendees, early-career attendees, international attendees, and underrepresented subspecialties.
2. Enhance direct engagement of early-career scholars to provide them with richer career development opportunities.
Examples could include engaging early-career scholars as abstract reviewers, co-moderators, and poster facilitators with guidance and mentorship from senior scholars; engaging early career/fellow sections of participating organizations to identify unmet needs.
3. Identify the evolving needs of mid- and late-career scholars to enhance the value of the PAS Meeting for these attendees.
4. Introduce and promote activities to enhance wellness at the PAS Meeting while maintaining the meeting's professional spirit and value.
5. Ensure PAS Meeting atmospherics (location, venue, logistics, etc.) are attractive and enticing to attendees and their families.
Examples could include prioritizing destinations that offer direct travel with fewer connections; affordability; destinations that appeal to families, including those with young children; venues and logistical arrangements that support attendees with limited mobility; venues and logistical arrangements that support families with children, etc.
6. Enhance tools, aides, and support for navigating the PAS Meeting and for addressing society and attendee questions and concerns.
Examples could include improving the quality, searchability, and usability of the program information presented online, via an app and/or in print; improving orientation to and labeling of session formats to make it easier for attendees (especially first time attendees) to navigate the meeting and leverage its value; and providing defined staff contact points between stakeholder societies and the PAS Office to facilitate troubleshooting of challenges.
7. Investigate and clarify (via polling, surveys, and focus groups) what attendees find uniquely compelling about the PAS Meeting, develop strategies that respond to those attributes, and "close the loop" by communicating both the data collected and resulting actions taken to PAS partner, alliance, and affiliate societies.
8. Continually evaluate organization and support for poster sessions in ways that enhance efficiency and effectiveness of information sharing and the overall participant experience while maintaining ample opportunities for trainees and early career investigators to present posters.
9. Establish mechanisms to provide MOC credit and meet licensure requirements through some PAS programming.

Metrics

- Objective and subjective measures of participant experience.
For example, tracking participation in diverse types of sessions and activities, including welcome, wellness, and poster sessions; participant evaluation of diverse types of sessions and activities; participant evaluation of meeting atmospherics
- Objective and subjective measures of engagement and meeting the needs of early-career scholars.
For example, tracking engagement of early-career scholars in event moderation, poster facilitation, and abstract review; and surveying early-career scholars to identify unmet needs, improvements over time, and satisfaction.
- Subjective measures solicited from child health scholars who choose not to attend the PAS Meeting.

