



Goal 3



By 2020

BAUS will continue to evolve as an efficient and effective organisation

Context:

While BAUS has evolved into an efficient and effective organisation, the social, political, economic and financial landscape in which it (and its members) operates is changing at a rapid pace. Examples abound - developments in social media, annual meeting attendances, the demand for consultant outcome publications, the need to respond to consultations etc. It is timely to review the needs of the organisation going forward, ensuring that BAUS remains able to fulfil its mission and vision. BAUS must ensure it has the structures and resources in place to meet the challenges it faces and maximise the new opportunities brought by such change.

We will:

- Review the format of the BAUS Annual Meeting to ensure it is aligned with the BAUS Sections and reflects changes to the external environment
- Review options for the future location of the BAUS office to support the Association in fulfilling its long-term goals and mission
- Ensure and maintain the current income flows; this will involve reviewing the income generation model to ensure BAUS has long-term sustainability
- Review the policy and strategy for investments to ensure financial sustainability
- Implement a new CRM/Membership System to improve efficiency and quality of service
- Ensure professional guidance documents are regularly reviewed
- Regularly monitor and review the strategic plan
- Ensure the human and financial resources of BAUS support the delivery of its strategic objectives

Strategic Plan 2020

Foreword



In 2020, BAUS will celebrate its 75th anniversary. The medical and political landscape in which the Association operates is almost unrecognisable from that faced by our founders at the end of World War II and BAUS must continue to ensure that it remains relevant to our patients and our members.

BAUS has developed a new strategic plan, building on the review led by Professor Tony Mundy in 2006-2007. That review led to a wholesale change in the governance of BAUS including the extension of voting rights to Trainee and AUS members, the establishment of a regionally elected Council, the creation of a smaller Board of Trustees and the transfer of BAUS activities to a new legal entity.

Our new strategic plan has evolved after an initial two day consultative meeting held in February 2015, which involved representatives from across BAUS' diverse membership. I'm very grateful to all those who took part. The plan was approved by BAUS Trustees and Council in September 2015 and sets out the objectives of the Association and the specific goals we wish to achieve over the next five years. The strategic plan remains true to the visions of our founders.

97% of all practicing consultant urologists in the UK are members of BAUS and our strength derives from the commitment and support of our members. Implementation of the strategic plan with your support will, I believe, enable the Association to continue to thrive in the future.

Mark Speakman
BAUS President

Mission of BAUS:

"To promote the highest standard in the practice of urology for the benefit of patients by fostering education, research and clinical excellence"

Vision of BAUS:

"All those involved in urology are supported to deliver excellent care"



Goal 1



By 2020

Urologists will be supported in their professional lives to deliver excellent care

Context:

BAUS aspires to support urologists within the objectives of its charitable aims of promoting the highest standards in the practice of urology. The last decade has seen an increase in urological workloads both in outpatients (2-week cancer waits, 18 week targets etc) and in the management of emergency patients with increasing pressures to deliver these services 7-days a week. For many clinicians, SPA time has also been restricted. There has also been a move from a consultant-led model of care to a predominantly consultant-delivered urological service. All this has led to increasing pressure on clinicians. To support urologists, BAUS will provide relevant, up-to-date information and guidance on job planning, set standards for routine and emergency urological care, and support professional development for all those practicing in the specialty.

We will:

- Provide guidance on job planning
- Provide guidance on service delivery
- Create an evidence base through audit and data gathering to drive quality improvement in urology
- Review how BAUS inspires the next generation of urologists to engage with the Association
- Review the current Section structure of BAUS and consider the possible creation of a Section of General Urology
- Review the provision of continuing professional development
- Engage in the review of surgical training
- Consider broadening membership out to all those involved in treating urological patients (including nurses and other healthcare professionals) and review membership benefits
- Review the existing provision of, and consult members on the demand for mentorship opportunities

Goal 2



By 2020

BAUS will enhance its status as the leading authority for urology in the UK

Context:

All too often in the past BAUS has been perceived as a 'self-interested' organisation, with an agenda that serves its members but not necessarily the interests of our patients and society. BAUS needs to strengthen links with government agencies (for example UK Departments of Health, Health Education England, NICE etc), be proactive in responding to consultations, and help set the agenda in relation to service provision, introduction of new technologies and education. Better engagement with these agencies, urological charities, patient groups and medical defence organisations will broaden the scope of our influence and help to shape health policy and the delivery of urological services. 97% of consultant urologists working in the UK are members of BAUS, the highest percentage of any of the Specialty Associations, and this puts us in a unique position to inform national debate and discussions on urological surgery.

We will:

- Respond proactively to consultations to ensure BAUS and its members influence the formulation of policy (for example by government, the NHS, Health Education England, commissioners etc) to ensure it is appropriate for the optimum care of patients
- Improve the use of the website and social media to raise the profile of BAUS
- Increase collaboration with allied healthcare professionals and relevant charities to ensure BAUS is seen as the leading authority for urology in the UK
- Raise the profile of urology among patients and patient groups through partnerships
- Pursue opportunities to raise the profile of BAUS as the leading authority for urology in the UK through targeted public relations

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