HTAi 2015-2020 Strategic Direction
In health systems throughout the world, Health Technology Assessment (HTA) plays an essential role in decision-making, informing policy on the use of effective technologies (such as pharmaceuticals, devices, diagnostics, procedures and other clinical, public health and organizational interventions) and the efficient use of resources in health care.

HTAi is the global scientific and professional society for all stakeholders engaged in HTA. We are the global discussion platform for HTA thought leaders, researchers, agencies, policy makers, industry, academia, health service providers and patients—presently with 82 organizations and over 2,500 individual members from 65 countries.

HTAi membership grows each year and while committed to supporting advancement, we strive for excellence in current programs and functions, mainly:
- Interest Group Activities
- HTAi Policy Fora
- HTAi Scientific Journal (International Journal of Technology Assessment in Health Care)
- HTAi Annual Meetings
- Partnerships with all HTA stakeholders and organizations

Upon review and update of the strategic plan by the membership in Spring 2016, the Strategic Planning Oversight Team (SPOT) was created to support HTAi’s commitment to strong governance and leadership, including:
- Oversight in line with our mission, vision and values;
- To ensure efficient use of resources to allow volunteers to have high impact;
- Structure dialogue accountability, diversity, engagement are priorities.

**Mission**

We support and promote the development, communication, understanding and use of HTA around the world as a scientifically-based and multidisciplinary means of informing decision making on the use of effective technologies and the efficient use of resources in health care.
Vision
We are the leading global discussion platform for all stakeholders engaged in the efficient production and use of HTAs in decision-making.

New Opportunities
Key functions align with current needs within the global HTA community:

• HTAi has an exciting opportunity to extend our reach to new stakeholders and emerging HTA arenas—this includes stakeholder groups who have not previously been engaged in HTA discussions. We continue to enable and nurture a truly international forum for discussion. There are economic barriers to participate in and development HTA despite a keen interest and we will create outreach opportunities for those who would otherwise be unable to engage in activities.

• Education and information sharing have been identified as areas to further develop within the HTA community, and HTAi, bringing together membership, is well positioned to enable better communication and more learning opportunities. There is a need for offering greater value for current and prospective HTAi members and feedback from members and partners has encouraged HTAi to broaden our reach in our functions.

• HTAi’s partnerships make a positive contribution to the HTA community and, as a result, will be strategically expanded and enhanced for greater benefit to all members.

2015-2020 Areas of Focus

Engage emerging HTA markets
• Extend global reach within the HTA community by seeking new relationships and improving existing relationships with priority partners and stakeholders, including HTA producers, decision makers, patients and others;
• Seek new ways to enable local groups interested in HTA to assemble within their own geographical location and connect them with the broader international HTA community.

Provide an international HTA discussion forum
• Continue to host global activities such as the HTAi Annual Meeting and Policy Fora;
• Improve the content, accessibility, and processes for organising these important networking opportunities;
• Explore new ways of bridging interested stakeholders to discuss locally-relevant HTA topics and to further promote the advancement of HTA around the world.

Advance HTA knowledge sharing and information dissemination
• Optimize HTAi’s existing communication media (such as the HTAi website, scientific journal, interest groups) and measure key performance indicators;
• Collaborate with other interested parties who see value in developing and delivering educational content for various HTA audiences (such as students, hospital administrators, front-line clinicians, policy-makers).

Primary Goals
Efforts within our Areas of Focus will help the HTA community to advance HTA. We will monitor and evaluate progress of our primary goals:

• Streamline internal business functions—through defined key performance indicators—toward achieving optimal efficiency and stakeholder satisfaction;
• Improve and expand accessibility of HTAi’s functions to members;
• Expand and improve stakeholder relations for existing and new members, and our partners;
• Establish new means to promote learning within the HTA community;
• Contribute to the development of competencies and capacity within the HTA community.

We have developed specific strategies to align efforts with desired outcomes in the interest of growing and measuring organisational success. We also seek to continually assess, evaluate and improve our processes as we work towards these goals, ensuring we remain true to our values and commitment to the HTAi mission.
Seven Key Strategies

Given the ambitious nature of our Strategic Direction, we have developed seven key strategies along with timelines, to guide our efforts. The HTAi Annual Business Plan will incorporate the key activities and projected outcomes each year.

- **Interest Group Strategy:** Determine how to leverage past success, expand, and optimize interest groups as a means of sharing knowledge and building a community for HTA learning. We will also plan a new platform and processes for interest groups, prioritize topics and create improved ways for disseminating group findings.

- **Membership Strategy:** Analyze trends of past registrations and membership renewals; assess the needs and preference of members and ways to bring greater value to members; and implement new ways to recruit and retain members (such as marketing/awareness building).

- **Business Development Strategy:** Establish an internal committee to further explore relationships that may support revenue generation for the long-term sustainability of the organization. Recommendations and priorities outlined by this group are likely to be relevant for several of the other strategies being created as additional revenue may be required to develop new service offerings.

- **Policy Forum Strategy:** Reflect on feedback from participants and past learnings, we will consider how to expand HTAi’s Regional Policy Forum activities and explore new content domains and potential audience pools.

- **Capacity Building Strategy:** Identify learning needs of the HTA doers and users within the HTAi community; collaborate with teaching centers and academia as well as partner with governmental and nongovernmental HTA bodies to improve HTA capacity around the globe and build up an efficient learning environment.

- **Partnership Strategy:** Explore new and existing partnerships to determine how to best collaborate with other societies, professional organizations, networks, and collaborations engaged in HTA for priority topics and projects. Topics to explore include educational offerings, competency development and outreach to emerging HTA markets.

- **Annual Meetings Strategy:** Reflect on feedback from participants and past learnings, we outline how to optimize the Annual Meetings, including a refresh on themes and regional stakeholder engagement tactics.

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- Streamline internal business functions through defined key performance indicators satisfaction
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### STRATEGIES

#### AREAS OF FOCUS
- Engage emerging HTA markets
- Provide an international HTA discussion forum
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