



# 2022-2024 Strategic Plan

**Vision:** To eliminate the impact of pelvic floor disorders on a woman's quality of life.

**Mission:** As the leader in urogynecology, AUGS drives excellence in comprehensive care for women with pelvic floor disorders.

## Member Value

*Grow membership and engage the full urogynecology community*

- Identify, grow, and retain a strong membership that is reflective of the urogynecology field
- Further define the value of being an AUGS' member to facilitate growth and retention across all member segments
- Create an inclusive and transparent governance structure

## Advocacy

*Protect and strengthen the interests of urogynecology professionals and their patients*

- Optimize payment, reimbursement, and compensation for urogynecology professionals
- Continue to advocate for PFD research funding
- Continue to help urogynecology professionals provide the highest quality care
- Enhance patient and non-urogynecology provider awareness of PFDs and existence of urogynecology specialists to improve outcomes (safety + quality)

## Knowledge and Research

*Provide advanced research, education, training, and clinical best practices to urogynecology professionals*

- Re-evaluate current educational offerings to determine if programs are meeting the needs of membership
- Increase awareness of AUGS' educational offerings
- Enhance hands-on training opportunities for members
- Develop current best surgical approaches

## Organizational Vitality

*Preserve and align resources with AUGS' mission*

- Ensure AUGS is an inclusive and welcoming society
- Optimize communication across all AUGS constituents
- Conduct a comprehensive evaluation of current AUGS offerings
- Define and communicate the value of being an AUGS volunteer
- Maintain financial stability to ensure and support future growth