

2023  
2027

---

Pediatric Endocrine Society

**Strategic  
Plan**



# Mission

To promote and advance the endocrine well-being of children, adolescents and young adults and to support the professionals who work on their behalf.

# Vision

To be the professional home and voice of pediatric endocrinology in North America.

# Goal 1 **Grow the pediatric endocrinology workforce to meet demands.**

---

**Strategy 1:** Explore opportunities to include exposure to pediatric endocrinology in the first year of residency, with emphasis on outpatient activities, through collaboration with relevant stakeholders.

## **Tactics:**

- Increase exposure to Pediatric Endocrinology in medical school and residency.
- Expand the existing PedsENDO Discovery Program, which is open to medical students and residents, to encourage exposure to the specialty.
- Develop a dedicated and easily found webpage targeted towards trainees that includes general information about the field of pediatric endocrinology (what we do) and information regarding career paths, with consideration of using video interviews with fellows and PES members sharing what inspired them to go into the field/career path.
- Establish a mechanism for partnering with medical students to make them aware of our programs (SEED talks, PedsENDO Discovery), perhaps through emails/notifications sent by various medical student societies, including those that access groups with greater diversity.
- Increase participation in the PedsENDO Discovery program each year by under-represented minority candidates and other EDI-related groups via strategic partnerships. (ex: American Medical Student Association (AMSA), Student National MA and Latino Medical Student Association, the National Hispanic Medical Association, and the Medical Student Pride Alliance).

# Goal 1 **Grow the pediatric endocrinology workforce to meet demands.**

---

**Strategy 2:** Determine and address factors influencing choice of fellowship.

**Tactics:**

- Survey PedsEndo Discovery participants post events—how many going into peds endo? If not, why; if so, why?
- Explore more effective collaboration with APPD and COMSEP to promote existing programs.
- Partner with AAP to Lobby for loan forgiveness for low-paying specialties.

**Strategy 3:** Increase the financial viability of the field.

**Tactics:**

- Disseminate best practices and new opportunities for optimization of billing procedures and insurance appeals through presentations at national meetings and/or monthly newsletters.
- Research the feasibility of hiring a lobbyist (full or part-time, either independently or in partnership with other sub-specialties) to focus on impactful change. ex: pay gaps and student loans, increasing insurance reimbursements/coding.
- Enhance web-based resources to expand billing tips and facilitate insurance appeals.

# Goal 1 **Grow the pediatric endocrinology workforce to meet demands.**

---

**Strategy 4:** Highlight the career satisfaction of pediatric endocrinologists.

**Tactics:**

- Encourage at least one targeted 'match-making' networking opportunity (by tracks; career path, basic science, research, etc.) at the Annual meeting (e.g., social events, reception, coffee, etc.)
- Establish a seat on the mentor/mentee sub-committee for a representative of the Health System Disparities Committee to encourage participation by diverse groups of the Society.

**Strategy 5:** Increase the financial viability of the field.

**Tactics:**

- Ensure that programming for trainees is built into the Annual Meeting by liaising with the PedsENDO Discovery Team, RAC, and Education Committee.
- Ensure that recognition for Trainees (e.g., presidential posters) is part of the Annual Meeting.
- Ensure there are mentor/mentee activities and/or activities to discuss/promote different career paths at each Annual Meeting.
- Enhance PedsENDO 365 career day/virtual options to demonstrate the variety of career paths available and to show case the fulfillment/enjoyment of careers in Pediatric Endocrinology.
- Explore exposing pedsENDO Discovery participants to various aspects of PedsEndo (ie. Diabetes, Obesity, Gender, etc.) via guided poster tours at Annual Meeting.

# Goal 2 Maintain a robust infrastructure that furthers our mission.

---

**Strategy 1:** Establish a more inclusive governance structure.

## **Tactics:**

- Include language in the call for nominations for board service to encourage diversity (race, gender, geography, background, career path, etc.)
- Encourage/grow future leaders from our committees, task forces, and SIG volunteers, and membership at large by hosting Q&A webinars to demystify board leadership.
- Ensure the Nomination Committee includes an Health System Disparities Committee representative as well as a private practice member.
- Allow self-nomination.

**Strategy 2:** Ensure the financial stability of Pediatric Endocrine Society.

## **Tactics:**

- Strategically increase MAP membership.
- Reinforce/Maintain current MAP through retention strategies that ensure continued mutual benefit.
- Increase Society membership.
- Ensure membership renewal and payment of dues .
- Conduct annual assessment of programs to determine financial ROI.
- Explore mechanisms to facilitate fellows becoming permanent members and to continue their membership after the fellowship ends.
- Survey lapsed members on why they did not renew.

# Goal 2 Maintain a robust infrastructure that furthers our mission.

---

**Strategy 3:** Foster goal-directed partnerships with patient advocacy groups and other professional societies.

**Tactics:**

- Invite all SIGs to explore potential collaborative partnerships (for ex: reimbursement strategies/solutions, support for policy change, bundling projects, patient advocacy, development of care pathways, research foci).
- Increase collaborations with relevant societies on educational activities, materials, and projects, including translation efforts for global reach.
- Partner with patient advocacy groups to include links to our patient education materials on their sites.

**Strategy 4:** Increase interprofessional Pediatric endocrinology membership and involvement.

**Tactics:**

- Charge the APP SIG to survey their members to learn what they value most in PES membership and what might attract other APPs to the Society.
- Explore the development of a training course designed specifically for APPs.
- Explore the benefit and feasibility of offering additional session(s) and color coding content (program guide) targeted toward various audiences at the Annual Meeting (RN, NP, APP, PhD (research track), etc.)

# Goal 3 Optimize member value through education, programs, and services.

---

**Strategy 1:** Provide high-quality, easily accessible educational options.

**Tactics:**

- Host and then post educational webinars for physicians and advanced practice providers in an easily accessible website location.
- Collect and develop centralized listing for regional society information for member use and networking.
- Ensure “seat” for an Education Committee representative on the Program Committee.
- Ensure ongoing plenary sessions in health system disparities topic at the Annual Meeting.

**Strategy 2:** Facilitate and advance discovery and innovation.

**Tactics:**

- Monitor applications for funding opportunities and available funds on a yearly basis; consider increase of funding if warranted/needed.
- Encourage SIGs to encourage and facilitate research networking in topic areas.
- Ensure that session regarding NIH funding and study section reviewer opportunities is held at each annual meeting.
- Promote awareness of and continue funding for health system disparities career development award.



# Goal 3 Optimize member value through education, programs, and services.

---

**Strategy 3:** Advocate for the needs of patients, their caregivers and our members.

**Tactics:**

- Identify and or produce accessible culturally appropriate and engaging web-based educational materials (e.g. short videos) in areas of need (e.g. type 2 diabetes) for patients and caregivers.
- Identify accessible and/or produce patient resources for non-English speaking patients/families.
- Continue to support the endocrine health of our patients by releasing public statements that combat misinformation, by advocating on behalf of patients on local, national, international levels, and by supporting individual members who face legal challenges (potential examples include patients with obesity, transgender and gender diverse youth, patients with type 2 diabetes mellitus, patients with differences of sex development).

# Goal 4 Optimize care of children with endocrine conditions.

---

**Strategy 1:** Provide education regarding optimal, state-of-the-art clinical care to patients, caregivers and providers.

## **Tactics:**

- Improve accessibility of position statements, guidelines and D&T resources within website.
- Implement oversight process to enhance synergies within educational offerings.
- Increase visibility and accessibility of website educational resources.
- Conduct audit of existing educational materials annually for relevancy and perform needed updates.
- Continue to provide SIGs with (and ensure their awareness of) a budget to invite/fund speakers for webinars and at the Annual Meeting.

# Goal 5 Optimize effective, transparent and open communication of Society activities.

---

**Strategy 1:** Create meaningful collaboration among internal and external community collaborators.

**Tactics:**

- Continue robust bidirectional exchange of information and goals with MAP to optimize their satisfaction with the program.
- Management to collaborate proactively with social media subcommittee to promote year-round relevant events and awards.
- Appoint a liaison from each committees and SIG to the social media subcommittee to enhance communication.

**Strategy 2:** Increase recognition, awareness and visibility of the Society.

**Tactics:**

- Improve website accessibility and navigation by identifying and addressing areas of need. For example: use focus group(s) to identify scope of work SOW (in house updates vs. outsourced redesign).
- Enhance the visibility of Society's robust history content on website.
- Ensure there is an health system disparities spotlight in monthly President's message.