



## STRATEGIC PLAN FY 2021–2022

# Improving Health by Advancing the Safe and Effective Use of Technology

Approved by the AAMI Board of Directors  
November 13, 2020

Stephen Campbell  
*Acting CEO*

Steve Yelton  
*Chairman*

For AAMI internal use only

## Acknowledgment

With appreciation for the guidance of the  
AAMI Board of Directors and the Strategic Planning Subcommittee.

### *Published by*

AAMI

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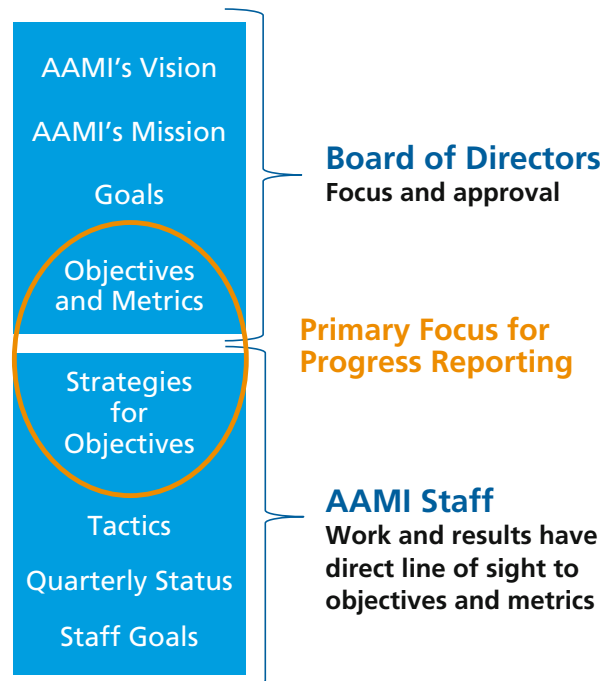
# Planning Framework

AAMI's governance model facilitates the development of a Strategic Plan to effectively bring AAMI's products, programs, and services to successful fruition in a manner that is guided by the Board of Directors and planned and executed by the AAMI staff. The Board sets the roadmap for the organization through the development of the vision, mission, goals, and objectives. Input from the staff is encouraged; however, the Board provides final approval of these elements of the Strategic Plan and engages with the execution of the plan by focusing on the metrics.

In the interest of ensuring the Strategic Plan is effectively focused, the Board develops within a framework of three goals and three objectives for each cycle. This approach emphasizes mission-critical goals while not bogging strategy down with an attempt to catalogue all work of the Association.

AAMI staff is responsible for the development of the strategies. Each strategy relates to the accomplishment of a specific objective, as well as often intersecting with other objectives and goals. The strategies serve to document (and track) mechanisms for accomplishing the strategy ratified by the Board, and serve as signals for where additional resources—including money, member time, staff time, and leadership attention—will be needed in the upcoming years.

The AAMI Strategic Plan normally operates on a rolling three- year basis. Before the first year of execution, a plan is developed. During the first and second years of execution, the plan is reviewed during a Board meeting and modified as needed to roll forward. During the last year of execution, the Board conducts a comprehensive review of the Strategic Plan and normally sets the course for the next three years. This year, based on the state of the environment and the difficulty in accurately planning during the pandemic, this plan covers the next two years with an opportunity to revisit long-term planning in FY22.







# The Big Picture

The AAMI planning framework establishes a governance model whereby the AAMI Board of Directors sets the guidance for the organization by development and publication of a vision, mission, goals and objectives with metrics. This direction fundamentally serves as leadership intent with the measurements that determine organizational success. The Board of Directors agreed on the following for FY 2021-22



## VISION

**AAMI advances the safe and effective use of technology to improve health.**



## MISSION

**AAMI leads global collaboration in the development, management, and use of safe and effective health technology.**



## Goal 1

**Community: AAMI will have a broader community of engaged stakeholders.**

- OBJECTIVE: Increase awareness and build the value of the AAMI brand.
- OBJECTIVE: Increase global constituency.
- OBJECTIVE: Strengthen the healthcare technology management profession.



## Goal 2

**Infrastructure: AAMI's operations will be flexible, scalable to enable its future (FY21-22).**

- OBJECTIVE: Ensure AAMI is/creates an inclusive, diverse, respectful, equal opportunity and flexible workplace to retain best employees and build an engaged and committed culture.
- OBJECTIVE: Establish and implement a seamless model to deliver products and services to members and customers.
- OBJECTIVE: Ensure a long-term fiscally sound and financially sustainable organization.



## Goal 3

**Knowledge: AAMI will be the essential resource for high-quality knowledge and learning in health technology.**

- OBJECTIVE: Increase stakeholder consumption of AAMI and other organization generated health technology knowledge. Enable stakeholder access tailored to their specific needs.
- OBJECTIVE: Customize effective Knowledge Management resources and services for the AAMI community.
- OBJECTIVE: Develop new products and services to best meet the needs of the community.

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\* Titles and affiliations at time Strategic Plan was approved.

# AAMI Strategic Planning Committee

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## About AAMI

AAMI is a nonprofit organization founded in 1967, the brainchild of a pioneering group of medical device manufacturers, inventors, and physicians who foresaw a Golden Age for medical devices. Today, with approximately 7,000 members, AAMI is the primary source of consensus standards, both national and international, for the medical device industry, as well as practical information, support, and guidance for healthcare technology and sterilization professionals. This information and guidance is provided through an array of award-winning publications, in addition to a vast assortment of courses, webinars, an annual conference, summits, and other resources.

What you do makes  
a difference, and you  
have to decide what  
kind of difference  
you want to make.”

—Jane Goodall



