2017-2019

EAACI Strategic Programme

Ioana Agache
EAACI President 2017-2019

The goal is to go further and do better
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EAACI’s outstanding achievements in the last decade position our organisation at the forefront of translating bench-to-bedside innovations and offer the best education and advocacy platform worldwide.

The modern research environment, much more complex and demanding than before, new models for patient care, ensuring an efficient pipeline of clinical and academic workforce and maintaining top impact factor journals, renewing international recognition through increased membership and collaborations are “key-shapers” of the changing landscape that challenge EAACI. Our target is to make the Academy resources relevant and practical for all stakeholders while ensuring stable, sustainable growth in the long-time perspective.

The overarching theme “Everyone will know the essential role and value of the specialty of Allergy and Clinical Immunology” is a big and audacious goal that, if achieved, would mean that we have truly advanced our speciality. All the strategic goals should serve to achieve this vision for the future decade.

My vision for my Presidency is for EAACI to inspire the way towards sustainable health policies for allergy and asthma ensuring higher quality care at affordable costs

The Academy should continue its mission as the World’s leading organisation in allergy, asthma and clinical immunology. All stakeholders in the field should recognize EAACI as their family and the primary professional platform. We must continue to train, mentor and enrol the next generation of clinicians and researchers as well as the future leaders by setting the value of membership.
## Four most important pillars support this vision

<table>
<thead>
<tr>
<th>1</th>
<th>Connecting science with transformation of care</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Meet the changing educational needs of our members and stakeholders</td>
</tr>
<tr>
<td>3</td>
<td>EAACI values</td>
</tr>
<tr>
<td>4</td>
<td>Grow in a sustainable way</td>
</tr>
</tbody>
</table>

### 1. Connecting science with transformation of care

- Based on
  - A solid infrastructure conveying EAACI resources
  - Strengthening EAACI leadership in research, training and innovation.

### 2. Meet the changing educational needs of our members and stakeholders

- Deliver purposeful education, while engaging and expanding the community of learners and increasing the effectiveness of each member. Facilitation of learning and the development of skills in finding, analysing and applying content will be the innovation for EAACI future educational platforms.

### 3. EAACI values

- Build the membership value, ownership, and engagement and shape the culture within the organization, while increasing recognition of the value of the specialty.

### 4. Grow in a sustainable way

- Good stewardship ensures that the value is created and maintained for members and stakeholders and that there are sufficient resources to execute the mission of the Academy.
The strategic programme for 2017-2019 will focus on six key innovative points

Fundamental and applied research in the context of real-world problems

We create social and academic value at the same time. Aligning the interests of all constituencies (academic, healthcare professionals, patients, industry and society) would mean providing incentive for society to invest more resources in higher education, research and development boosting what research universities do best: arriving at innovative solutions that are then transferred to industry for scaling up and then turned into societal value.

New forms of translation of key research findings are needed to better meet the needs of all our stakeholders and to develop precision approaches to improve the management and cure allergic diseases and asthma. Data, information and knowledge are woven into all efforts to increase revenue and to expand and retain our membership.

EAACI’s Annual Meeting is the largest allergy congress held anywhere in the world. Our Focused Meetings, Allergy Schools and Master Classes are expanding. The new impact factors of the official EAACI Journals, Allergy, PAI and CTA have set an outstanding record. Such a thrilling development shows that clinicians and scientists are reaching out to EAACI to communicate their science, to be inspired, and to obtain extended training. We are responding to this trust by upgrading the environment to a new level of understanding and insight by giving centre stage to invention and innovation as the game-changing approach to the complex health, social, economic, environmental and technical challenges posed by allergy and asthma. Europe is producing very front science and its scientific and educational platforms should get the place they deserve.

EAACI is the ideal platform to shelter and nourish the cooperation between all partners involved in translation of basic and clinical research into optimal care for patients. By sharing resources, materials, data and infrastructure and by cutting down on the duplicative nature of research projects and clinical trials significant cost savings can be reinvested in the research enterprise and in better systems for patient care. With this aim in mind an EAACI White Paper on Research, Innovation and Quality Care will be delivered aiming to: 1) Set standards and quality criteria, provide guidance and training for Allergy Practice and Research; 2) Identify and promote research priorities in allergy, asthma and clinical immunology. In parallel, an EAACI Scientific Output Roadmap will streamline all the activities in the Academy, with the aim of enhancing their common effectiveness.

Rapid advances in health information technology have created unprecedented opportunities to collect, analyse and learn from vast amounts of “real-world” data that currently are locked away in unconnected servers and file cabinets. The Mobile Health/Allergy 2.0 and 3.0 project will develop an IT-based system for data sharing accessible to allergy and asthma community. In addition the system will provide real-time, robust and truly informative clinical decision support at the point of care. Decision support at the point of care is a must in the advent of implementing precision medicine in the clinic. As a result of this real-time guidance, allergy and asthma care will become harmonised and based on guidelines, practice parameters and quality criteria. Other providers (primary care physicians, community pharmacists and allied health) will play a larger role in routine care. The increased involvement of non-specialists will counteract the asthma specialists’ shortage that is projected as the population ages and allergy and asthma incidence increases. Specialists freed up from activities that do not capitalize on their unique expertise will be able to guide or oversee care for larger numbers of patients and can focus on developing better prevention and treatment plans and highly qualified managing care teams.
EAACI is a pre-eminent provider and facilitator of high-quality educational offerings for all healthcare professionals, patients and caregivers and general public, crossing the borders of the countries. The Academy needs to strengthen and diversify its scientific and educational output. Innovation in content and delivery methods and broadened outreach are pivotal areas for further development of EAACI events and educational platforms. To offer our members and stakeholders a competency-based educational experience linked to societal value the following key elements will be developed:

- **Avant-garde educational portfolio** that facilitate both professional and career development, with a clinical and a research track, complemented by a leadership skills programme

- **New tools**: open source educational content (Allerpedia), customised programmes for medical students, patients and general public

- **A Multidisciplinary Learner Program for Allergy and Asthma** will be developed to improve HCP competence and thus to address the shortage of allergy specialists globally

**A Tailored Educational Programme Committee** will streamline the input from Sections, Interest and Working Groups, Task Forces and other Committees and external stakeholders (i.e. medical schools, pharmacists, lay public) for developing and delivering the novel educational portfolio.

The welfare of the Academy depends on recruiting young members into the organization and support their lifelong involvement. As a member of the first JM Board I look back with pride at all the junior members (JMs) achievements. We will continue to support and increase the influence our JMs within the Academy with full confidence in the strength and richness brought to our organisation by early career researchers.

Based on solid data health economics data including input from National Allergy Societies and National Healthcare representatives an **effective marketing and operational long term plan** to promote Allergy and Clinical Immunology specialty will be delivered as a fundament for a business case to convince key stakeholders, to include allergists in any successful model of care should be built. Expected downstream effects include fair reimbursement and funding, interest in the field by trainees and brand recognition amongst the public.
Communicating to engage

We have reached 10,000 members. What next? The success of our Academy is owed to the vibrant, engaged and creative members of our EAACI Sections, Interest and Working Groups, Task Forces and Committees. Each EAACI member engages in a different way, and wants to be engaged in a different way. Fostering an open community with respect for diversity and equity, and communicating to engage our expanding membership are foreseen as major pillars of our membership programmes. With this in mind the communication strategy will aim to:

- Develop an unique selling proposition for the EAACI brand (Dedicated to allergy science, committed to your health)
- Reinforce EAACI value as an individual member society with a tailored approach to membership: “My membership. My EAACI” and “My Annual Meeting” programmes focusing on new formats to maximize learning opportunities, interaction and participants satisfaction
- Maintain a strong and persistent focus on advocacy so EAACI is the leading voice in shaping public policy for allergy and asthma

Working together with National and International Societies is decisive for promoting good clinical practice, high standards of education and the very best research within Europe and worldwide. National Societies are key companions actively involved in all EAACI platforms, from development and implementation of the EAACI scientific and educational output to joint advocacy efforts.

The patients’ perspective is fundamental for adapting and integrating the Academy’s output into the context of real world problems. We will consolidate their statement embedment into all EAACI constituencies, from the development of patient-centred guidelines and consensus statements to Allergy and Asthma Ambassadors supporting the Academy Awareness campaigns.

An Annual strategic forum for high-level dialogue with stakeholders will foster a cohesive approach for the EAACI outreach.

Organisational Effectiveness

A good balance between structure, procedures and human resources will ensure the steady and sustainable growth of the Academy. The following areas will be prioritised:

- EAACI’s Governance. We will ensure that the Academy governance system is efficient, accountable, responsive and transparent and in the same time participatory, equitable and inclusive.
- Evolvement of organisational culture by nurturing EAACI core values, collective beliefs and heritage. Each EAACI member should understand contribute and live the EAACI values.
- Strong Code of Ethics to support the Academy’s vision and mission, professional standards and organisational culture

Optimised financial system

A sound financial plan with constant evaluation of investments and readjustment according to measured value will support the EAACI financial responsibility and transparency. We need to diversify the income streams and consider the long-term financial perspective.
EAACI’s road to success can be remarkably simple: if you have the spirit, empathy, and belief, and you empower peers with similar energy and ideas, together we can accomplish anything that we put our collective minds to.

The difference between success and failure is teamwork and competency. I firmly believe that consensus is the most efficient method for completing tasks. At times decisions need to be made the membership’s trust in your leadership gives you the confidence and latitude to make them.

Thank you for your trust and looking forward to work with all of you in the next 2 years.

Key deliverables

EAACI White Paper on Research, Innovation and Quality Care
EAACI Scientific Output Roadmap
Innovative educational portfolio
Marketing and operational plan to promote Allergy Speciality
“My membership. My EAACI” and “My Annual Meeting” programmes
Optimised financing system and organisational effectiveness

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