

ASBMR Seeks Your Input on New ASBMR Strategic Plan

ASBMR has embarked on a new strategic planning process for 2015-2018 and seeks input from ASBMR members on the strategic priorities and objectives. The planning process began in February 2015 with a strategic planning retreat for the ASBMR Councilors, Committee Chairs and staff. During this process, the focus was on the future and on ASBMR's role in advancing bone, mineral and musculoskeletal science worldwide and promoting the translation of basic and clinical research to patient care. Four strategic priorities emerged and teams met over the next three months to develop specific objectives and activities that could feasibly achieve these priorities. In June the Council approved a draft strategic plan and requested that it be shared with the membership for feedback over the summer. The final plan will be approved at the October Council Meeting in Seattle and presented at the ASBMR Town Hall Meeting on Sunday, October 11, 6:00 pm – 7:00 pm.

The four strategic priorities for 2015-2018 established by the ASBMR leadership are:

1. Drive, Expand and Translate the Research Agenda in Musculoskeletal Science
2. Close the Treatment Gap
3. Increase International Outreach and Strengthen International Engagement To Create "One Global ASBMR Family"
4. Develop New Strategies and Revenue Streams To Enable ASBMR To Invest In The Future Of The Field

You can find more details about each of the strategic priorities on the following pages. The ASBMR leadership would appreciate your feedback and will take your comments into account when finalizing the Strategic Plan. [Please respond](#) with your comments by **August 1**.

ASBMR 2015 - 2018 Draft Strategic Plan

I. Drive, Expand and Translate the Research Agenda in Musculoskeletal Science

A. Standardize Research Tools

1. Build awareness and consensus in the field on the need for standardized research tools and identify specific research benchmarks around key issues in the field (e.g. defining MSCs; defining circulating osteoblast progenitor cells; histomorphometry standards; working antibody list; microCT standards for human)
 - a) Identify champions for this initiative
 - b) Program a forum, workshop, webinars to raise awareness, estimate feasibility of interpretable results, identify opportunities for standardization and refine the goals of this initiative
2. Create standards and definitions to enable members to implement new techniques
 - a) Identify specific standards and definitions to be targeted
 - b) Implement work group(s) or task force(s)
 - c) Develop standards and educate ASBMR members on how to effectively adopt and implement in their institutions and research through workshops, symposia, and online education
3. Improve quality and facilitate data sharing
 - a) Identify specific projects to realize this goal
 - b) Implement work group(s) or task force(s)
 - c) Develop programs and educate ASBMR members on how to effectively adopt and implement in their institutions and research through workshops, symposia, and online education

B. Advance Knowledge on Functional Genomics of Skeletal Diseases

1. Enhance the acquisition and application of genome-wide datasets to skeletal disease
 - a) Identify priority areas and specific projects to realize this goal
 - b) Program forums, workshops, webinars to make members of the field aware and to educate them on the opportunities
 - c) Implement programs and initiatives to continue to build awareness and education of this goal
2. Increase the availability of data from musculoskeletal tissues and cells in current international datasets
 - a) Work with the International Federation of Musculoskeletal Research Societies (IFMRS) to identify datasets to focus our efforts on populating with musculoskeletal tissues and cells such as the Roadmap Epigenomics Project, ENCODE, and FANTOM
 - b) Implement programs and initiatives to raise awareness of the need and educate members on how to apply acquired information to skeletal research and disease

C. Enhance Clinical-Basic Interactions

1. Increase opportunities for “cross-talk” amongst basic and clinical researchers/clinicians
 - a) Identify opportunities for more basic-clinical interactions at the ASBMR Annual Meeting
 - b) Explore opportunities to increase “cross-talk” at translational science sessions at the ASBMR Annual Meeting
 - c) Identify opportunities to bridge the gap in terminology used by basic and clinical researchers/clinicians in abstracts, publications and presentations
 - d) Implement programs and initiatives to realize identified opportunities

D. Expand the Scope and Relevance of ASBMR by Integrating the Skeleton into Whole Body Physiology

1. Broaden the function of the skeleton to other organs and disciplines
 - a) Identify organs and disciplines in which to target the Society’s efforts
 - b) Reach out to selected scientists in those disciplines to validate the idea that there exists a vital group of scientists that the ASBMR could engage
 - c) Invite scientists from targeted disciplines to speak at the ASBMR Annual Meeting and evaluate attendee reaction to the programming
 - d) Invite leading researchers in targeted disciplines to contribute papers to the JBMR
 - e) Reach out to organizations of identified disciplines to learn the “hot” areas and gaps in knowledge in research and share the same information in bone with them
 - f) Explore opportunities for joint meetings or sessions with other disciplines and/or supporting the meetings of these organizations via young investigator awards or other financial support
 - g) Facilitate/encourage “trainee exchange” programs between laboratories of different disciplines
 - h) Explore repeating topics of pre-meeting workshops to build awareness of the discipline with our members and reinforce ASBMR’s commitment to researchers in the other field
 - i) Explore offering discounted rates for ASBMR meetings, membership, etc. to targeted researchers in other disciplines
 - j) Leverage other disciplines’ know-how, resources, perspective to promote research and novel translational opportunities

II. Close the Treatment Gap

A. The gap between patients and treatment

1. Create a research agenda to close the treatment gap on the number of patients needing treatment for osteoporosis
 - a) Define and appoint research agenda group
 - b) Obtain treatment data and cost per person to society and savings
 - c) Develop and publish a research agenda
 - d) Proactively encourage members and others to pursue research priorities
 - e) Develop and encourage development of funding mechanisms for high priority research areas
2. Expand communications to members and the public about the evidence on the effectiveness and safety of treatments
 - a) Identify opportunities to proactively counter fears about treatment with scientific data via the media and educational forums and materials, in collaboration with the National Bone Health Alliance (NBHA) and others
 - b) Develop and implement media strategy at time of publication of ASBMR Task Force Reports on Management of Postmenopausal Women on Long Term Bisphosphonate Therapy, Cell-Based Therapies, Long Term Safety and Efficacy of Vertebral Augmentation
 - c) Disseminate NBHA 2Million2Many public awareness campaign materials to members and the public
 - d) Engage with national news outlets to put forward a positive message about treatment
3. Support the adoption and implementation of clinical guidelines and quality measures for the treatment of osteoporosis in health care systems
 - a) Identify specific clinical guidelines and quality measures to be targeted
 - b) Develop plan to educate ASBMR members on how to effectively adopt and implement clinical guidelines and quality measures in their institutions and practices through workshops, symposia and online education
 - c) Implement plan
 - d) Collaborate with NBHA to have other organizations take similar actions to educate their members
4. Expand strategies to other musculoskeletal and metabolic bone diseases
 - a) Prioritize musculoskeletal and metabolic bone diseases for which to develop strategies to close the treatment gap
 - b) Develop plan to expand strategies

B. The gap between clinical trials and approval

1. Identify an improved clinical trial endpoint for osteoporosis
 - a) Define charges and appoint work group to undertake this charge
 - b) Collect data including: Change in BMD vs. fracture risk reduction (FRR), change in BMD vs. change in FEA, etc., change in FEA and FRR, FNIH data set, baseline FDA end point report, ASBMR bone quality report
 - c) Develop and publish report with recommendations (2017, 2018)
2. If evidence is supported, re-open discussion with regulatory agencies regarding end points for osteoporosis trials.

III. Increase International Outreach and Strengthen International Engagement to Create “One Global ASBMR Family”

- A. Strengthen international members’ engagement with the society and increase their participation in all levels of society activities**
1. Survey international members to (1) identify barriers to full engagement and determine how to overcome them; (2) determine what international members value about ASBMR membership
 2. Work with Annual Meeting Program Committee to increase international participation in Annual Meeting sessions
 3. Improve the ASBMR volunteer nominations process to be more inclusive of international members, by providing CV information to the Nominating Committee on recommended international members
 4. Improve the ASBMR Esteemed Awards process to be more inclusive of international members by encouraging international leaders to nominate their colleagues
 5. Develop a policy that provides guidance about ideal levels of international member participation on Committees, Council and in other activities (e.g. speakers, abstract reviewers and session chairs at the Annual Meeting)
- B. Spread the word about ASBMR internationally to attract more members**
1. Partner with International Federation of Musculoskeletal Research Societies (IFMRS) member societies to:
 - a) Advance the bone and mineral research agenda worldwide
 - b) Develop other partnership opportunities
 2. Explore opportunities to translate the *Primer* and special editions of *JBMR*®
 3. Investigate membership pricing options to entice international participation. Options could include:
 - a) Implement a tiered membership structure – different costs based on location
 - b) Use international partnerships and offer joint membership options
 4. Work with international partners to increase ASBMR’s presence at meetings outside of the US
 5. Identify and engage US members of international origin to become ASBMR ambassadors to their countries of origin
 6. Expand ASBMR membership in target areas (China, Brazil, Argentina, others)

IV. Develop New Strategies and Revenue Streams To Enable ASBMR To Invest In The Future Of The Field

A. Establish New “Fund for Research and Education”

1. Identify and prioritize the initial programs to be offered for funding
2. Develop and structure initial programs
3. Develop marketing program to launch campaign to solicit funding for new Fund programs (case for support, new webpage, solicitation materials)

B. Develop Individual Giving Program

1. Develop plan for appealing to individuals to support the new “Fund for Research and Education” and other ASBMR programs, to include educating membership regarding: financial capacity of ASBMR (what dues do/don’t cover, our reserve etc.); need for fundraising to support additional programs
2. Develop options and ways individuals can donate, including annual, monthly, year-end and visionary giving
3. Develop donor recognition program (integrate with ASBMR events, publications, website, signage, donor wall, donor lounge, pins)
4. Utilize fundraising software to track donations

C. Expand Corporate Support with New Companies in Related Areas

1. Identify new companies with interests related to basic and clinical research activities
2. Identify new companies with interests in fields interacting with bone (e.g. bone and...kidney, muscle, diabetes, etc.)
3. Develop new sponsorship and participation opportunities aligned with interests of new companies

D. Develop Opportunities for Private/ Foundation Support

1. Identify foundations that have interests aligned with the mission and activities of the Society
2. Identify programs that would have the potential for foundation support
3. Apply to foundations for program support

ASBMR 2015 - 2018 Draft Strategic Plan



- Create research agenda to close treatment gap in osteoporosis
- Expand communications on evidence on effectiveness and safety of treatments
- Support adoption/ implementation of clinical guidelines and quality measures in health care systems
- Expand strategies for other musculoskeletal and metabolic diseases

- Identify robust and acceptable surrogate clinical trial endpoint for osteoporosis
- If evidence supports, re-open discussions with regulatory agencies on clinical trial endpoints

Close the Treatment Gap and Identify an Improved Clinical Trial Endpoint

Increase International Outreach and Strengthen International Engagement to Create "One Global ASBMR Family"

Advance bone, mineral and musculoskeletal science worldwide and promote the translation of basic and clinical research to patient care

Drive, Expand and Translate the Research Agenda in Musculoskeletal Science

- Standardize research tools
- Advance knowledge on functional genomics of skeletal diseases
- Enhance clinical-basic interactions
- Expand scope and relevance of ASBMR by integrating skeleton into whole body physiology

Develop New Strategies and Revenue Streams to Invest in the Future of the Field

- Establish new "Fund for Bone Research and Education"
- Develop individual giving program
- Expand corporate support with new companies in related areas
- Develop opportunities for private foundation support

- Identify barriers/opportunities for full engagement and value of membership
- Improve nomination/esteemed award process to be more inclusive of international members
- Develop partnerships with international societies to increase ASBMR presence at international meetings, in collaboration with IFMRS
- Expand ASBMR membership with incentives in targeted areas (Brazil, Argentina, China)
- Increase international participation in Annual Meeting sessions