



STRATEGIC PLAN
2020-2022

BACKGROUND

In 2015-16, Sonography Canada developed its first three-year strategic plan since the merger of the Canadian Association of Registered Diagnostic Medical Sonographers (CARDUP) and the Canadian Society of Diagnostic Medical Sonographers (CSDMS). This plan was then extended into 2019, but, with a new Executive Director in place, as well as a rapidly evolving strategic context, a new planning process was needed. This document represents the culmination of the planning process and will be used to guide the association's choices for the next three years.

VISION

Sonography is practiced with excellence across Canada.

MISSION

We are the Canadian voice of medical sonographers, fostering best practices and promoting the pursuit of excellence.

STRATEGIES

1. Support sonographers in their identified need for sustainable workloads and desire for opportunities to provide high-quality patient care.
2. Lead in the advancement of sonography professional practice across Canada
3. Support members through all stages of their professional practice with relevant, accessible programs and services that add and demonstrate tangible value.
4. Review and re-structure the Sonography Canada organization to be member-driven, proactive, innovative, and streamlined.



Sustainable workloads and high-quality patient care

Support sonographers in their identified need for sustainable workloads and desire for opportunities to provide high-quality patient care.

RATIONALE

In our research, sonographers clearly expressed that they face a challenging work environment. There are broad-based concerns about increasing demands for productivity in their workplaces. These may have an impact both on quality of care and patient outcomes, and certainly on sonographers themselves, with four in five members reporting work-related injuries.

The challenge for Sonography Canada will be to take intelligently targeted and prioritized action to have any measurable influence on the complex system of sonography workplaces.

Why it Matters: This strategy is important because it is focused on addressing key operational concerns that affect our profession's ability to attract and retain sonographers in an era marked by a shortage of sonographers, increased pressure to augment efficiency and output, and a rise in the number of workplace injuries. Our goal is to help reduce health and safety risks, improve job satisfaction, and promote the profession.

WHAT WE WILL DO:

- A. *Support sonographers in their own sustainable practices*
- B. *Build awareness of sonographer physical injuries among employers, unions, and other workplace stakeholders*
- C. *Provide resources for members that may help in obtaining workplace support*
- D. *Collaborate with equipment manufacturers and medical stakeholders to continue to build sonographers' needs into equipment design*
- E. *Increase awareness for sonographers' mental health*

Advancement of professional practice in diagnostic medical sonography

Lead in the advancement of sonography professional practice across Canada.

RATIONALE

Sonography Canada has developed the frameworks for professional practice in Canada and is well recognized and respected for this work. The association will continue to play this role, asserting national leadership in a way that recognizes the evolving landscape, particularly in terms of regulation. The adoption of Sonography Canada's credentials as the entry-to-practice standard is key to this national leadership role.

Why it Matters: This strategy is important because it is a key way to fulfil our mission of promoting professional excellence and ensuring the association can reach sonographers across the country. Our goal is to elevate practice standards by fostering best practices by ALL practicing sonographers in Canada.

WHAT WE WILL DO:

- A. *Ensure the Canadian entry-to-practice process is robust, credible, and defensible*
- B. *Enable member access to additional certification*
- C. *Provide leadership for, and input to, the accreditation of Canadian educational programs*
- D. *Maintain the National Competency Profiles as the blueprint for the profession*
- E. *Maintain the National Professional Practice Standards for the profession*

**Member support
through all stages of
professional
practice**

Support members through all stages of their professional practice with relevant, accessible programs and services that add and demonstrate tangible value.

RATIONALE

With this strategy, Sonography Canada directly addresses member needs with services that support ongoing professional practice, beyond or alongside maintaining a credential.

Sonographers are seeking solutions that correspond to their specific insurance, learning, and connection priorities which can be met with a flexible, responsive, and cost-effective approach.

Why this Matters: This strategy is important because it is focused on fostering strong relationships with our members throughout their career. As the only national professional association in Canada entirely devoted to the needs, concerns and interests of diagnostic medical sonographers, our goal is to offer programs and services that support sonographers from the time they become a student to the time they choose to retire.

WHAT WE WILL DO

- A. *Welcome all practicing sonographers into the Sonography Canada community*
- B. *Establish stronger presence and relationships with student and early-career sonographers*
- C. *Offer competitively priced, comprehensive, sonographer-specific professional liability insurance*
- D. *Broaden and refresh the content of the continuing professional development (CPD) portfolio*
- E. *Improve accessibility of Sonography Canada's CPD offerings*
- F. *Bring sonographers together for education and networking*
- G. *Continue to connect employers and sonographers through the job board*
- H. *Enable access to international volunteer opportunities through involvement in Rad-Aid*

**A member-driven,
proactive,
innovative, and
streamlined
professional
association**

Review and re-structure the Sonography Canada organization to be member-driven, innovative, responsive, and streamlined.

RATIONALE

Sonography Canada's strategies reflect broad ambitions to lead in shaping the future of this profession, at a time of great change. To be truly effective in this large landscape, Sonography Canada will need to be organized specifically for this purpose.

Why it Matters: This strategy is important because Sonography Canada is changing its relationship with members and with stakeholders. Sonography is subject to the underlying healthcare trends, funding pressures, evolving practice, changing technology, as well as the shifting and overlapping scopes of practice among healthcare professionals. The efficiency and effectiveness of our organization depends on our ability to adapt and respond to the demands of our profession, and on our capacity to adopt and maximize new technologies and resources.

WHAT WE WILL DO

- A. *Conduct an organization review to align capabilities with the strategic plan*
- B. *Ensure access to accurate, timely, actionable information across the organization*
- C. *Implement and support an overarching and systematic communications strategy*
- D. *Ensure a vibrant, appealing volunteer experience, with greater engagement and more flexible opportunities to attract more volunteers*
- E. *Implement appropriate, best practice human resource policies and practices*
- F. *Support strong governance practices*