

**AMERICAN PROFESSIONAL SOCIETY FOR
ADHD & RELATED DISORDERS
Setting Direction for the Society**

August 2015

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CORE IDEOLOGY

*The **Core Ideology** describes the APSARD's identity in a way that transcends all changes related to its relevant environment. Core ideology consists of two notions: **Core Purpose** – APSARD's reason for being – and **Core Values** – essential and enduring principles that guide APSARD, its behaviors and actions. The **Core Purpose** and **Core Values** of APSARD are described below.*

APSARD Core Purpose

The American Professional Society of ADHD and Related Disorders (APSARD) is an organization consisting of a broad spectrum of health and mental health experts working to improve the quality of care for patients with ADHD through the exchange of research, best practices and evidence-based insights.

Core Values

APSARD strives for these Core Values:

- **Commitment to excellence**
- **Commitment to integrity**
- **Commitment to openness**
- **Multi-disciplinary and interdisciplinary focus**
- **Supports highest level of scholarly activity and evidence-based practice**

APSARD Mission Statement

The American Professional Society of ADHD and Related Disorders (APSARD) is an organization consisting of a broad spectrum of allied mental health experts working to improve the quality of care for patients with ADHD through the advancement and dissemination of research, and evidence-based practices. APSARD will fill unmet education and training needs for healthcare professionals helping patients with ADHD, from childhood through adulthood

APSARD ENVISIONED FUTURE

Envisioned future conveys a concrete, but yet unrealized, vision. It consists of a statement of what APSARD wants to be, i.e. the **Vision**, and a **Vivid Description** of what it will be like to achieve the vision – i.e. a description of what success will look like.

Vision

To be the premier professional society for the exchange and dissemination of scientific knowledge and best clinical practices for ADHD and related disorders.



APSARD GOALS

Goals describe the outcomes APSARD will achieve for its stakeholders, i.e. for the members, patient advocacy groups, government research institutes, academia, industry, and allied societies. These goals represent a three to five-year time frame, to be reviewed and adjusted every year as appropriate.

- **GOAL 1: ANNUAL MEETING**

The APSARD Annual Meeting will be consistently acknowledged as the preeminent professional meeting focusing on ADHD throughout the lifespan. We will strive to maintain previous attendees and grow in participation each year.

- **GOAL 2: MEMBERSHIP**

The membership of the Society will include clinicians from a variety of professional disciplines including: psychiatrists, pediatricians, psychologists, advanced practice nurses, and other clinicians and researchers with an interest in ADHD and its related disorders.

- **GOAL 3: ORGANIZATIONAL EFFECTIVENESS & FINANCIAL SUSTAINABILITY**

The organizational structures and mechanisms of the Society will be effective and contribute to achievement of the vision and goals while maintaining financial stability.

- **GOAL 4: EDUCATION**

Promote evidence based practices in managing ADHD in primary and specialty care through education of clinicians, researchers and other service providers.

- **GOAL 5: ADVOCACY**

Work with patient care, government, and media organizations to advocate for advancing scientific research and dissemination to benefit individuals with ADHD and their families.

APSARD OBJECTIVES

Objectives describe what APSARD wants to have happen relative to a goal. What would constitute success in observable or measurable terms? Objectives indicate a direction, e.g. to increase, expand, decrease, reduce, consolidate, abandon, etc. They will be reviewed annually.

GOAL 1: ANNUAL MEETING

The APSARD Annual Meeting will be consistently acknowledged as the preeminent professional meeting focusing on ADHD throughout the lifespan. We will strive to maintain previous attendees and grow in participation each year.

Objectives (to measure progress toward achieving the goal):

1. Maintain / increase high attendee satisfaction ratings of the meeting overall.
2. Maintain high percentage of members who attend the meeting.
3. Increase high ratings of meeting by non-member attendees.
4. Increase attendees' ranking of the meeting compared to other meetings.
5. Increase the quantity and quality of poster sessions as measured by attendee satisfaction and the number of posters that ultimately are published.
6. Increase the number of attendees each year by 10%
7. Maintain a high percentage of the members who attend each year
8. Provide as plenary and scientific speakers with the latest research and innovations

***Program Committee to refine and develop strategies.**

Possible Strategies (tactics to achieve the objectives):

- Identify yearly a patient advocacy group to offer scientific speakers or symposium for the meeting.
- Identify yearly new themes and the under-represented topic areas of the Annual Meeting and assess members' interests and educational needs.
- Balance research with clinically-relevant information in the program and provide opportunities for networking and mentoring the next generation of ADHD researchers and clinicians.

GOAL 2: MEMBERSHIP

The membership of the Society will include clinicians with diverse backgrounds including: psychiatrists, pediatricians, psychologists, advanced practice nurses, coaches, and other clinicians and researchers with an interest in ADHD and its related disorders.

Objectives (to measure progress toward achieving the goal):

1. Increase membership to 175 by the January 2016 annual meeting.
2. Diversify membership in the society with more clinicians and researchers from a broader geographic area.

Possible Strategies (tactics to achieve the objectives):

- Seeking opportunities to collaborate or co-promote APSARD's educational mission by providing speakers in a non-standardized fashion
- Ask all APSARD Members to nominate 5 colleagues for membership in the Society. A letter of invitation will be sent to these individuals.
- Send emails/letters to the chairs of psychiatry asking them to recommend membership to those in their departments with an interest in ADHD.
- Reach out to other societies/organizations that have similar interests and determine what areas we can work together to cross-promote meetings and membership.

- Consider a closer connection with CHADD to add the option of linking our membership with their Professional Membership level.
- Increase or cosponsor participation in regional and international meetings and electronic media to widen appeal to potential members who are not in the northeast or who have attended annual meeting.

GOAL 3: ORGANIZATIONAL EFFECTIVENESS & FINANCIAL SUSTAINABILITY

The organizational structures and mechanisms of the Society will be effective and contribute to achievement of the vision and goals while maintaining financial stability.

Organizational Effectiveness

Objectives (to measure progress toward achieving the goal):

1. Create a closer connection to JAD
2. Create/form liaisons with other professional organizations who work with ADHD and related disorder
3. Create a list of other organizations from member input
4. Identify ambassadors from within APSARD to other organizations
5. Create strategic partnership with other organizations
6. Draft benefits list of APSARD to other organizations and vice versa, and evaluate mutually beneficial opportunities and risks
7. Add web links to APSARD site and request other organizations to add the APSARD link to their sites
8. Schedule a business meeting at the APSARD annual meeting and report to the membership on organizational structure issues, including financial information and other committee updates; allow time for input and suggestions from the members and encourage interaction and involvement

Possible Strategies (tactics to achieve the objectives):

- Ask all APSARD members to identify other organizations they are involved with that may have relevance to APSARD and their level of involvement and submit this list to info@apsard.org by July 31.
- Provide educational meetings that provide revenue to the organization (See Education strategies)

GOAL 4: EDUCATION

Promote evidence based practices in managing ADHD in primary and specialty care through education of clinicians, researchers and other service providers.

Objectives (to measure progress toward achieving the goal):

1. Partner with other organizations (family practice, evidenced based programming) on educational opportunities
2. Partner with CME organizations to offer regional course-type meetings that would be for treating clinicians who are not as familiar with diagnosis and treatment of ADHD.

Possible Strategies (tactics to achieve the objectives):

- Apply for educational funds and grants (e.g., R24).
- Offer pre-conference seminars with specific targeted areas, disciplines, or subgroups within APSARD.
- Co-sponsor satellite meetings for specific subgroups or purposes that align with APSARD mission.

GOAL 5: ADVOCACY

Work with patient care, government, and media organizations to advocate for advancing scientific research and dissemination to benefit individuals with ADHD and their families.

Objectives (to measure progress toward achieving the goal):

1. The organization develops affiliations with other professional organizations.
2. APSARD will co-market meetings with international ADHD organizations.
3. APSARD will participate in activities to promote the health and well-being of individuals with ADHD and their families.

Possible Strategies (tactics to achieve the objectives):

- Identify yearly a patient advocacy group to offer scientific speakers or symposium for their meeting
- Media involvement – provide expert advice to public through media interviews, web sites, access to parts of annual meeting to promote ideas consistent with the goals of the organization.
- Unite with other patient care (advocacy) groups and organizations and disseminate consistent medical practices

GOAL 6: FINANCIAL STABILITY

Stabilize the Society financially. Create a surplus to be able to sustain the organization for 1 year, independent of meeting expenses

Objectives:

1. Diversify sources of funding:
 - i. Increase membership
 - ii. Increase meeting attendance
 - iii. Apply for educational programming grants
 - iv. Increase exhibitors at annual meeting
 - v. Develop a mechanism for eliciting philanthropy
2. Develop a product (i.e APSARD review of diagnostic measures or treatments, curriculum (e.g ADHD 101, ADHD for PCP's), or resource (e.g referral log) that is marketable and creates independence (need to identify the product, curriculum, or resource).
3. Seek out new product development and utilize APSARD members to review.
4. Evaluate inclusion of industry posters for a fee (risks/benefits).
5. Develop satellite meetings (need specific guidelines for how this can be accomplished).
6. Develop mechanisms for eliciting and managing philanthropy
7. Create a fundraising committee whose responsibility will be insuring financial sustainability for APSARD.