



FY21 - FY24 STRATEGIC PLAN EXECUTIVE SUMMARY



OVERVIEW

Currently there are more than 2.7 million people living with Spondyloarthritis (SpA) in the United States. SpA affects more people than Amyotrophic Lateral Sclerosis (ALS – 30,000), Multiple Sclerosis (MS – 400,000), and Rheumatoid Arthritis (RA – 1.3M), yet it remains relatively unknown. The average time to diagnosis is 7-10 years. The number of undiagnosed cases is tremendous. The potential of earlier diagnosis and development of better treatments would significantly change the overall experience for millions of people. In the meantime, the length of referral and appropriate diagnosis is not acceptable and the cost to treat and care for these chronic pain patients will rise exponentially in our society. These factors will provide unprecedented challenges and opportunities to the SAA over the coming years.

The SAA is the leader across ankylosing spondylitis and related diseases in patient and physician education, research, advocacy and patient support. To enhance and strengthen our leadership position as well as expand the depth, breadth, and pace of the spondyloarthritis movement, we must do more. From FY20-23, this strategic plan aims to aggressively advance the mission of the SAA.

MISSION:

To be a leader in the quest to cure ankylosing spondylitis and related diseases, and to empower those affected to live their lives to the fullest.

VISION:

A world free from the pain and disability of ankylosing spondylitis and related diseases.

CORE VALUES:

Integrity:

We assure and maintain transparency in our relationships with each other and our various constituencies.

Commitment to Excellence:

We lead through innovation, maximize our technology to its fullest and relentlessly continue to increase our knowledge for those we serve.

Inclusiveness:

We operate in a spirit of inclusiveness by providing opportunities and forums for our members, patients and caregivers to be represented and heard across activities.

Diversity:

We encourage and welcome the power of diversity, especially to those who have been underserved and/or under-represented.

Accountability:

We keep our commitments and work to make measurable progress to achieve our mission.



STRATEGIC GOALS:

There are five strategic goals that are decidedly interdependent. Each is a priority and will be strategically implemented throughout the SAA in a variety of ways. Each goal has a single over-arching objective which will propel the mission of the SAA. Progress on strategic objectives will be measured and achieved through priority activities.



STRATEGIC OBJECTIVES AND PRIORITY ACTIVITIES

Diversity and Inclusiveness

All priority activities will be implemented in ways that are reflective and inclusive of the diverse communities we serve. Progress will be measured annually.

Goal #1: Improving Patient Outcomes

Strategic Objective:

Increase the momentum of the SpA disease movement by 1) measurably increasing concern annually in the general population about SpA as a critical public health and chronic pain issue; and 2) doubling awareness of SAA among our stakeholder’s audience.

Priority Activities:

1. Grow our community presence and SpA disease awareness by increasing patient presence and engagement in every state by 2024.
2. Launch a Primary Care and/or Chiropractic Initiative project to promote referral for earlier diagnosis and treatment.
3. Grow our online virtual program, Global Spondyloarthritis Summit by increasing audience participation and views by at least 10% each year and increasing the number of available translated languages.
4. Conduct quarterly webinars, podcasts, SpondyTalks, Spondy Twitter Chats and YouTube (to help to diversify audience).
5. Raise the general public's awareness of the SAA as the leading source for all information related to SpA.

Goal #2: Advancing Advocacy**Strategic Objective:**

Recruit and engage diverse advocates to advance the SAA's mission through improved public and private sector policies.

Priority Activities:

1. Increase the number of advocates nationwide by 5% targeting specific congressional districts as needed or identified and with at least 10% of total advocates taking at least two actions per year.
2. Improve access to healthcare and medications by continuing our coalition work, testimony at CDC, FDA and others as identified each year.
3. Engage Support Groups to help advocate and engage younger audience.

**Goal #3: Accelerating Research****Strategic Objective:**

Advance innovative SpA research and accelerate progress by increasing funding by the SAA and engage more people in clinical studies (that match patient needs).

Priority Activities:

1. Increase the number of Early Career Investigator Awards funded annually by SAA (based on available budget).
2. Develop and generate new or creative ideas for research projects funded by the SAA that are based on scientific needs or unmet needs for research in the SpA world.

3. Partner with ACR to develop or work with more physicians to specialize in Rheumatology and help create next generation of researchers to develop clinical interest.
4. Partner with outside groups on more comprehensive clinical studies to aid in earlier diagnosis and better treatment outcomes for those living with SpA.





Goal #4: Public Awareness

Strategic Objective:

Increase brand recognition to raise awareness of SpA and SAA's mission.

Priority Activities:

1. The Brand Refresh Project is an opportunity for SAA to evolve our brand identity and outline standards that will be used consistently across all internal and external communications.
 - Develop a framework that outlines the language and visual identity to deliver our brand promise and tell our brand story. Part of this process includes exploratory research to investigate a possible name change and/or addition of a tag line to our current branding.
2. Increase our social media presence with opportunities to tell our brand's story and increase engagement with our supporters and other target audiences.
 - Increase our social media presence by 10% per year for 3 years (this will be cumulative through all media channels)
 - Build a Social Media Advisory Committee to help identify topics and best practices as well as leveraging influencers to reach a larger audience.
3. World AS Day and SpA Awareness Month celebrations will leverage our messages for earlier diagnosis, referral and treatment and generate additional awareness across the country and internationally.



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