

SGNA Strategic Plan  
2009 - 2011

**Goal 1: Role Definition:**

SGNA will define and support the different roles with GI / Endoscopy Nursing.

Objective 1.1:

By Dec. 31, 2010, SGNA will outline the role of GI Associates within the specialty of gastroenterology and/or endoscopy.

Action Steps:

1. SGNA Headquarters staff pulls content from all SGNA position statements, guidelines and other appropriate documents where Associates are referred.
2. Work Group reviews this content and identifies the current stated roles of Associates, according to these documents.
3. Work Group reviews the current stated roles of Associates and identify edits (to change a role or function, clarify a statement, or strengthen SGNA's position) within these documents if and where needed.
4. Work Group makes recommendations to the Board of Directors for changes to SGNA Position Statements and Guidelines based on identified edits about Associates.
5. Work Group reviews all the recommended changes for the role of Associates and creates an overall "document of direction" that includes the basic knowledge, education, and competencies SGNA believes every Associate to should possess.
6. Using the "document of direction for Associates" as well as current SGNA Associates and Advanced Associates Program content, Work Group revises and strengthens SGNA Associate Role Delineation statement that outlines the basic competencies and skills GI Associates should have.

Responsibility: Work Group (TBD), Staff Director of Practice and Education, Board.

Objective 1.2:

By Dec. 31, 2010, SGNA will strengthen its documentation on the role of the RN within the specialty of gastroenterology and/or endoscopy.

Action Steps:

1. Review all SGNA position statements, guidelines and other appropriate practice documents to identify revisions that would more clearly define the roles of RNs within the specialty of gastroenterology and/or endoscopy.

2. Review all SGNA informational, promotional and marketing materials to identify revisions that would more clearly define the roles of RNs within the specialty of gastroenterology and/or endoscopy.

Responsibility: Practice Committee, Staff Director of Practice and Education, Board of Directors

Objective 1.3:

By June 30, 2009 SGNA will establish a plan to address the needs of Advanced Practice Nurses in GI.

Action Steps:

1. Conduct deep market research on this audience of nurses. Identify opportunities for SGNA to define and support the role of Advanced Practice nurses in the specialty of gastroenterology and/or endoscopy.
2. Based on market research, develop and implement strategies and business plan to meet the needs of Advanced Practice nurses in the specialty of gastroenterology and/or endoscopy.

Responsibility: Market Research and Statistics staff, Admin Staff, Board of Directors

Objective 1.4:

By Dec. 31, 2010, SGNA will review and further define the SGNA membership benefits, responsibilities, qualifications and privileges of the GI Nurse and the GI Associate.

Action Steps:

1. Review bylaws, policies, for current SGNA membership benefits, responsibilities, qualifications and privileges to make sure they are clear, consistent and coincide with SGNA's strategic goals.
2. Create a GI Associate Committee, that, like our other committees, is under the direction of the SGNA Board of Directors via the BOD Liaison. This Committee will focus on the specific needs of this membership segment:
  - a. Education (i.e. does current efforts meet the needs, identify new educational opportunities, etc.)
  - b. Recognition (i.e. increasing visibility from and to techs, new SGNA awards, etc.)
  - c. Membership benefits and privileges (i.e. continual clarity around what an Associate can and cannot do within SGNA.

Responsibility: Board of Directors, Admin Staff

## **Goal 2: Education**

Expand SGNA's value, credibility and professionalism as a leader in gastroenterology and endoscopy nursing by providing timely, relevant education delivered by diverse and accessible methods.

### **Objective 2.1:**

By Dec. 31, 2010, through the use of new product development process, SGNA will identify new products or services to address unmet needs of constituents (RNs, LPNs, Techs, Nurse Managers, Offices Nurses, APN's, etc.).

#### **Action Steps:**

1. Education Committee uses new product development process research to outline and define the educational programs and services for viable GI nursing and associate markets with unmet needs. Responsibility: Education Committee, market research / innovation center staff.

### **Objective 2.2:**

By Dec. 31, 2011, SGNA will develop at least one new product or services for each identified market.

#### **Action Steps:**

1. Education Committee develops educational product(s) for each group. Responsibility: Education Committee, staff.

### **Objective 2.3:**

By Dec. 31, 2011, SGNA will offer increased choices of delivering education for its defined markets.

#### **Action Steps:**

1. Identify current successful educational delivery methods to each market. Responsibility: SGNA staff.
2. Identify new educational delivery methods to each market. Responsibility: SGNA staff.

### **Objective 2.4:**

By Dec. 31, 2011, SGNA will evaluate its methods of delivering education.

#### **Action Steps:**

1. Evaluate effectiveness of delivering education to each market. Responsibility: SGNA staff.

### **Goal 3: GI Nursing Practice**

SGNA will establish and recommend best and emerging practices in gastroenterology and endoscopy nursing.

#### **Objective 3.1:**

By Dec. 31, 2009, SGNA will improve the timeliness and effectiveness of translating evidence into practice as it relates to GI / Endoscopy nursing.

#### **Action Steps:**

1. Practice Committee establishes a process to present position statements and guidelines that consistently, efficiently and effectively translate evidence into practice.  
Responsibility: Practice Committee
2. Practice Committee establishes a process to streamline and shorten timeframe of obtaining BOD final approval of Position Statements and Guidelines. Responsibility: Practice Committee and BOD.

#### **Objective 3.2:**

SGNA will preserve and expand SGNA's gold standard reputation and expertise in infection control for GI nursing professionals.

#### **Action Steps:**

1. Increase relationship and collaboration with ISHEMME (Hospital Central Processing Association). Responsibility: SGNA Staff and Board.
2. Stay connected to CBSPD as related to their reprocessing exam. Responsibility: SGNA staff and Board.

#### **Objective 3.3:**

By Dec. 31, 2011, SGNA will increase its influence and visibility within GI or other related healthcare provider teams.

#### **Action Steps:**

1. Increase awareness of SGNA by disseminating SGNA information to other disciplines related to GI/Endoscopy. Responsibility: SGNA staff.
2. Increase multi-disciplinary collaborations via joint educational products, position statements, authored articles, etc. Responsibility: Practice Committee, Education Committee, SGNA Staff and Board of Directors.
3. Continue relationships with other GI/Endoscopy related organizations such as ASGE, AORN, Sponsors/Vendors, DDNC, Nurses Alliance, and international groups/ meetings. Responsibility: Practice Committee, Education Committee, SGNA Staff and Board of Directors.