



**ISOQOL**  
INTERNATIONAL SOCIETY FOR QUALITY OF LIFE RESEARCH

## STRATEGIC PLAN 2024 - 2028

In 2023, ISOQOL's Board of Directors and staff worked with 2B Communications and Strategy Group to develop a new five-year strategic plan. Our planning process was designed to arrive at a plan that is both aspirational and practical.

**We started by listening.** The discovery process included more than two dozen stakeholder interviews and online surveys that yielded responses from over 350 members and professionals in the field who were not current members.

**We reviewed our peer ecosystem.** Knowing that our members often belong to multiple professional organizations, we gathered insights to hone the unique role that ISOQOL fulfills.

**We assessed our organizational performance.** This deep dive into all aspects of our activities and operations yielded information that ensured our planning decisions were data informed. The assessment also established new benchmarks from which we will measure our progress.

Collectively, the planning research provided the insights needed to develop a new plan to guide ISOQOL successfully into the future. ISOQOL's Board and staff will identify annual implementation priorities and performance metrics to measure progress over the next 5 years.

We are proud of this new strategic plan. And we are confident that its successful implementation will ensure ISOQOL meets the diverse needs of its members while increasing awareness, expanding outreach, and advancing Quality of Life Science and Patient Centered Outcomes in Health Research, Care and Policy.

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***We are a global community committed to advancing health related quality of life research.***

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### OUR MISSION AND VISION

Our mission and vision will continue to serve as touchstones as we implement our new five-year strategic plan.

**Our Mission:** ISOQOL'S mission is to advance the science of quality of life (QOL) and related patient-centered outcomes (PCO) in health research, care and policy.

**Our Vision:** ISOQOL will improve QOL for people everywhere by creating a future in which their perspective is integral in health research, care and policy.

## ISOQOL'S AIMS, GOALS AND STRATEGIES

The strategic plan is a dynamic document detailing ISOQOL's overarching aims, goals, and strategies. It will direct our programs and activities over the next five years.

### AIMS

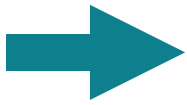
As ISOQOL works to advance Health Related Quality of Life (HRQL) research and provide optimal value to its members, it aims to:

- Ensure ISOQOL's programs and activities maintain an appropriate balance between three primary areas of HRQL research: methods, theory, and application.
- Be a member-centric and informed organization that meets the needs of its diverse membership.

### GOALS & STRATEGIES

The plan is organized into four strategic goal areas. Three represent focused areas of action, and Organizational Excellence is a foundational goal encompassing several cross-cutting functions that support everything ISOQOL does.

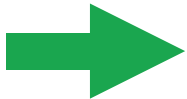




**IMPACT GOAL** Champion the advancement of science related to QOL research and patient-centered outcomes in health research, care, and policy across the world.

**Strategies:**

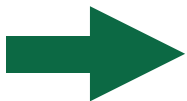
- a. Conduct public relations to raise awareness of QOL/PCO and ISOQOL as a leading authority for QOL science and PCO research.
- b. Partner with organizations that focus on advancing quality of life to address shared priorities.
- c. Produce and disseminate high-quality educational resources for stakeholders, clinicians, and partners.
- d. Formulate and implement programs and activities that advance QOL methods and theory to achieve a balance of methods, theory, and application.



**RELEVANCE GOAL** Be the leading professional organization for scientists, practitioners, and advocates who are advancing quality of life science.

**Strategies:**

- a. Convene the premier global conference for QOL research scientists, practitioners, advocates, and other stakeholders and strengthen its programming.
- b. Provide members with valued opportunities for collaborating, publishing, presenting, and disseminating research and information.
- c. Deliver timely, high-quality education to professionals at all career stages to build and advance skills and knowledge.
- d. Evolve ISOQOL's offerings to meet the needs and expectations of current members and professionals entering the field.



**ENGAGEMENT GOAL** Enable and support Special Interest Groups and other member groups to foster visibility, connections, and collaborations in addressing topics relevant to quality of life science.

**Strategies:**

- a. Continuously improve Special Interest Groups and member groups structures and processes to optimize relevance, engagement, collaboration, and impact.
- b. Strengthen leadership, operational, and technology support for Special Interest Groups and member groups.



**ORGANIZATIONAL EXCELLENCE GOAL** Maximize organizational effectiveness to achieve long-term sustainability, resilience, and strategic growth.

**Strategies:**

- a. Update and align volunteer structures and processes to achieve higher levels of effectiveness and global inclusiveness.
- b. Increase and diversify ISOQOL's revenue sources to ensure long-term sustainability.
- c. Improve ISOQOL's marketing and communications.