

STRATEGY 2017-20

The British Thoracic Society (BTS) is already the largest, most authoritative and most inclusive professional respiratory organisation in the UK. We aim to tailor our ambition further, to promote synergies with others and to find ways of making the professional and patient voice more unified within our structures, and therefore stronger and more effective in pursuit of our objectives. The Society's leadership and broad-based, multi-professional membership provides the means by which the shared charitable objectives of bodies representing respiratory medicine, science, health care and patients can be achieved.

Our Vision

Better lung health for all

Our Mission

- We champion excellence in the diagnosis, treatment and care of people with lung disease and support those delivering it
- We seek to influence national & local policy and services to help reduce the health & economic burden of lung disease
- We aim work in partnership with, and support, individuals and organisations across the NHS and beyond who share our vision

Our Objectives

- To increase the use and continued development of highly rated, effective and empowering BTS resources (educational, standards-related, guidance and improvement tools) to deliver effective patient care by current and future respiratory healthcare professionals and others
- To ensure that there are sufficient numbers of professionals across the respiratory workforce to deliver safe, effective and integrated care
- To seek to increase the investment of national and local NHS resources to deliver better outcomes for patients with respiratory disease
- To seek to increase the investment of national and local NHS resources to promote early and accurate diagnosis of respiratory disease
- To continue work to ensure that a comprehensive tobacco strategy continues to be funded and delivered across UK to reduce the multiple harms caused by tobacco, including strong measures to deliver a truly smoke-free NHS that actively promotes

smoking cessation

- To continue to work towards the creation of a unified voice and a long term ‘strategy for change’ for respiratory health professionals, the public and patients and other stakeholders

Key audiences

- Respiratory healthcare professionals, including BTS members, and stakeholders
- National and local politicians
- National and local NHS commissioners and policy makers
- Other NHS arms-length bodies, Royal Colleges and policy and research organisations that influence health care
- Healthcare professionals working in all specialties
- The public, patients and carers

FOCUS AND WORKPLAN FOR 2017-20

The Society’s Board of Trustees met in January 2017 to review the mission, objectives and strategy for the Society in the three years until 2020. A major review takes place every three years at the beginning of each Chair’s second year in office; with annual active monitoring and adjustments depending on performance and response to emerging issues. Reviews of governance and communications had taken place in 2015-16, as indicated by the Strategic Plan for 2014-17. Both reviews will stand the Society in good stead, enabling Trustees and others to concentrate on developing and prioritising activities in pursuit of the Society’s stated mission and objectives.

In January 2017, it was decided that there were three areas that will receive priority in the current Plan period.

- **Workforce** – ensuring there are sufficient numbers of well-trained staff to provide respiratory services across the entire service. This will include the non-medical workforce and will encompass concerns about respiratory research in the training programme, as well as continuing to provide information about service development and delivery in a challenging NHS environment.
- **Improving Quality by Example**– making sure that the Society’s focus on “improving the care of people with respiratory disease” is underpinned by effective and integrated work across all Committees and activities and in liaison with other stakeholders and, crucially, patients and the public.
- **Communications and partnership working** – to achieve a higher profile for our work and our campaigns, and to influence policy.

In addition to this, there are three over-arching themes that will influence the thinking of Trustees, which they believe will be of primary importance in the coming period, and beyond.

- **Sustainability** – the publication in January 2017 of the Society’s first Position Statement on the Environment and Lung Health provides a roadmap and compass for activities and operations. It calls, amongst other things, for support for the publication of a new Clean Air Act.
- **Public and Patient involvement** – the 2015-6 governance review recommended that the Society takes a fresh look at how we involve and include the lay and patient/carer voice and influence in our work. While the Public Liaison Committee was stood down in 2016, we continue to benefit from patient/carer and lay contributions to our work. A new lay Trustee was appointed in January 2017 and will work with the Board and senior staff to develop this involvement further.
- **Reflecting diversity**- the Society can take some pride in the fact that, in any year, between 11 and 13% of its UK membership (now more than 3,000 people) are involved in our activities in a number of ways. It is important that those in leadership positions and on Committees and Advisory Groups etc. reflect the diverse nature of our membership, and work will continue in the next period to build upon the work we have started to encourage and support all who wish to volunteer to help us achieve our goals.

May 2017