

# Strategic Plan (2025–2030)

## Arab Society of Gastrointestinal Endoscopy (ASGEA)

### 1. Vision

To be the leading regional platform advancing gastrointestinal endoscopy through education, innovation, research, and collaboration, improving patient outcomes across the Arab world.

### 2. Mission

To promote excellence in gastrointestinal endoscopy by:

- Providing continuous education and training.
- Supporting collaborative research and innovation.
- Setting quality standards and guidelines.

- Building professional networks across the Arab region and beyond.

### 3. Core Values

- **Excellence** – Commitment to the highest standards of patient care, training, and research.
- **Collaboration** – Building partnerships among Arab and international experts.
- **Innovation** – Encouraging adoption of advanced technologies and techniques.
- **Accessibility** – Expanding opportunities for all professionals regardless of resources.
- **Integrity** – Upholding professionalism, transparency, and ethical practice.

### 4. Strategic Pillars & Objectives

# Pillar 1: Education & Training

**Goal:** Build a sustainable educational ecosystem to train the next generation of endoscopists.

- Develop **standardized training curricula** for different levels (residents, fellows, specialists).
- Launch **regional training centers of excellence** with simulation labs and hands-on workshops.
- Establish an **online learning platform** (webinars, e-learning modules, virtual case discussions).
- Organize **annual Arab Endoscopy Week** with CME-accredited workshops.
- Create an **observership & fellowship exchange program** with leading international centers.

# Pillar 2: Research & Innovation

**Goal:** Position ASGEA as a hub for impactful research in gastrointestinal endoscopy.

- Establish an **Arab Endoscopy Research Network (AERN)**.
- Provide **grants and scholarships** for multicenter collaborative studies.
- Promote **publication of Arab regional guidelines** on biliopancreatic and GI endoscopy.
- Support young investigators with **mentorship and writing workshops**.
- Develop a **registry for advanced endoscopic procedures** (EUS, ERCP, bariatric, AI-assisted endoscopy).

## **Pillar 3: Standards & Quality Improvement**

**Goal:** Ensure best practices and patient safety across the Arab region.

- Adapt and disseminate **evidence-based guidelines** tailored to regional needs.
- Develop **quality indicators & accreditation pathways** for endoscopy units.
- Train auditors and create a **peer-review quality program**.
- Promote **infection control and patient safety campaigns**.
- Advocate for **integration of AI and digital health tools** in quality monitoring.

## **Pillar 4: Advocacy & Regional Collaboration**

**Goal:** Strengthen the role of endoscopy in healthcare systems and unify efforts across the Arab region.

- Build strong relations with **Arab Health Ministries, Gastroenterology societies,**

and surgical associations.

- Develop a unified Arab consensus on workforce development in endoscopy.
- Increase public awareness campaigns on GI cancer screening and prevention.
- Partner with international societies (ESGE, ASGE, WEO, AGA) for joint activities.
- Represent the Arab region in global GI policy discussions.

## Pillar 5: Membership & Community Development

**Goal:** Build a vibrant professional community with active engagement.

- Expand membership to include physicians, nurses, and technicians.
- Offer tiered membership benefits (discounted courses, free webinars, journal access).

- Create **Special Interest Groups (SIGs)** (e.g., ERCP, EUS, bariatric, AI).
- Launch a **Young Endoscopists Forum** for networking and mentorship.
- Establish a **recognition & awards program** (best research, innovation, training).

## **Pillar 6: Sustainability & Governance**

**Goal:** Build a financially sustainable and well-governed society.

- Diversify funding through **membership fees, sponsorships, grants, and industry partnerships**.
- Develop **transparent governance structures** with active committees.
- Create a **5-year financial roadmap** ensuring independence and stability.
- Invest in **digital infrastructure** (website,

member portal, LMS).

- Measure progress with KPIs and annual reporting.

## 5. Implementation Timeline (2025–2030)

### Years 1–2 (Foundation Phase)

- Launch online education platform.
- Develop training curricula.
- Establish research network.
- Begin annual congress & regional workshops.

### Years 3–4 (Expansion Phase)

- Create training centers of excellence.
- Roll out quality accreditation program.
- Publish Arab regional guidelines.
- Strengthen partnerships with international societies.

### Year 5 (Consolidation Phase)

- Achieve financial sustainability.
- Evaluate and update strategy based on KPIs.
- Position ASGEA as the recognized regional authority in GI endoscopy.

## 6. Key Performance Indicators (KPIs)

- Number of members and member retention rate.
- Number of training courses, workshops, and webinars delivered annually.
- Number of publications, research collaborations, and funded projects.
- Accreditation of endoscopy units across the region.
- Engagement metrics (website traffic, webinar attendance, social media reach).

- Financial stability and diversity of funding sources.