

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.