

**National Society of Genetic Counselors
Strategic Plan
2010-2012**

Revised 3-18-2010

The Society's Vision: The leading voice, authority and advocate for the genetic counseling profession.

The Society's Mission: The National Society of Genetic Counselors advances the various roles of genetic counselors in health care by fostering education, research, and public policy to ensure the availability of quality genetic services.

Strategic Initiative 1: NSGC will increase patient access to genetic counseling services by positioning genetic counselors as genetics/genomics specialists who provide direct patient care and/or serve as consultants across the healthcare spectrum.

1. NSGC will research, identify and promote genetic service delivery models that maximize the integration of genetic counselors into healthcare services.
 - a. NSGC will define and evaluate existing service delivery models and develop new models if needed.
 - b. NSGC will provide continuing education to members to promote and support implementation of effective service delivery models
2. NSGC will further our branding and marketing efforts to support our position in the health care industry.
3. NSGC will maintain efforts to expand access to genetic services through federal regulation and support of state licensure for genetic counselors.

Strategic Initiative 2: NSGC will demonstrate to payors the cost-effectiveness and improved patient outcomes realized by the involvement of genetic counselors in patient care.

1. NSGC will survey payors to understand how payors evaluate genetic services to make coverage determinations.
2. NSGC will perform an analysis of cost-benefit and value of services provided by genetic counselors.
3. NSGC will communicate the outcomes of this analysis to payors and members.

Strategic Initiative 3: NSGC will establish and promote our position as the primary thought leader for genetic counseling services to expand our sphere of influence across the healthcare spectrum.

1. NSGC will publish evidence-based recommendations around the provision of genetic counseling services addressing:
 - a. Genetic service delivery models
 - b. Triage of genetic services
 - c. Workforce recommendations to support the triage plan
 - d. New and emerging practice areas/settings for genetic counselors
2. NSGC will actively participate in the legislative process by establishing relationships with key legislators who share issues of common interest

3. NSGC will continue to develop and prioritize existing and new liaison relationships with other professional organizations to ensure NSGC's priorities are represented in policy and practice.
 - a. NSGC will collaborate with a physician organization to complete a joint project.
4. NSGC will establish relationships with corporate partners and provide input and guidance on product development/product enhancement
5. NSGC, in cooperation with the Genetic Counseling Foundation, will establish research priorities for the genetic counseling profession, set direction for funders and create a pipeline of fundable research projects.

Strategic Initiative 4: NSGC will prepare and equip its members with the knowledge and tools to proactively navigate the upcoming changes in the healthcare system and in genetics/genomics.

1. NSGC will continually scan the environment for changes in healthcare and technology and communicate this information to the membership to provide anticipatory guidance and support adaptation to the changing environment.
2. NSGC will actively engage the SIGs to consistently monitor and report changes in their areas of specialization in order to educate the Board and membership about the impact of these changes.
3. NSGC will revise its vision statement.
4. NSGC will create a long-range strategic plan based on the environmental scanning data and vision for the future.

Strategic Initiative 5: NSGC will ensure that our organization preserves and enhances the resources necessary to support our strategic initiatives and to ensure the continued growth of our organization and the genetic counseling profession.

1. NSGC will develop an organizational culture that embraces evaluation of revenue potential for all existing and new opportunities.
2. NSGC will incorporate revenue generation and resource depletion as key evaluation metrics for all programs and services.
3. NSGC leadership and staff will actively pursue opportunities to enhance our financial resources.