

AAST

2018-2020 Strategic Plan

Member Value: Develop the AAST member value proposition for target member audiences; utilize emerging technologies for the delivery of value; and overhaul the current education curriculum to align with the value proposition.

By December 31, 2018:

1. Clearly and concisely define the AAST primary and secondary membership target audiences.
2. Revise AAST branding to align with target audiences.

By December 31, 2019:

1. Write the AAST membership value proposition and revise AAST mission statement.
2. Assess the content and delivery needs of the target audience to ensure relevancy.

By December 31, 2020:

1. Revise membership structure and benefits to align with value proposition.
2. Develop and execute progressive membership recruitment campaign designed to secure new members, including a large population of those working in a variety of sleep medicine arenas, and evaluate campaign against identified success criteria.

Change in Roles: Recognizing the rapid changes occurring in sleep medicine, define AAST's role in delivering education and defining professional standards.

By December 31, 2018:

1. Define the roles of a sleep wellness professional in the evolving sleep medicine industry.

By December 31, 2019:

1. Revise the required competencies to align with the roles of sleep wellness professionals.
2. Finalize education strategy to align with revised roles and required competencies.

By December 31, 2020:

1. Develop relevant standards for sleep professionals that align with the evolving sleep medicine industry.

Technology: Define the role of the sleep wellness professional in interpreting, improving and ensuring patient understanding and appropriate use of sleep medicine data.

By Q1 2019:

1. Assess the current sleep medicine information available to patients from traditional and non-traditional sources, establish the required competencies needed to interpret relevant data, and identify knowledge gaps that exist to achieve comprehension of sleep medicine data by sleep wellness professionals.

By December 31, 2019:

1. Develop education for sleep wellness professionals on how to utilize sleep medicine data to educate the patient.
2. Define existing patient technological tools that aid in sleep and sleep disorders patient education.

By December 31, 2020:

1. Design, develop, and launch the sleep patient information portal.