
Canadian Association for Interventional Radiology (CAIR)

Formerly known as CIRA

Strategic Plan 2018-2020

MISSION STATEMENT

Improve the health and quality of life of Canadians through minimally invasive, image guided therapy.

VISION FOR 2020

The Canadian Association for Interventional Radiology (CAIR):

- Brings together a vast majority of Interventional Radiologists as well as other relevant professionals;
- Works with patient groups and other allies;
- To help increase accessibility for Canadians to patient friendly, effective, minimally invasive, image guided treatments.

STRATEGIC DIRECTION NO. 1

Plan, develop and lead the CAIR Initiative for patient friendly, interventional radiology treatments.

The CAIR Initiative is a multi-stakeholder endeavor aimed at making patient friendly, minimally invasive, interventional radiology (IR) treatments widely accessible to Canadian patients.

The CAIR Initiative will be implemented through a number of actions, including:

- Raise awareness about IR amongst target audiences.
- Influence decision-makers to make IR treatments more accessible to Canadians.
- Team up with other professional associations and with patient groups to promote the benefits of IR treatments.
- Maintain regular media relations and public relations to raise awareness about patient friendly IR treatments.
- Showcase testimonials of Canadian patients who can speak about the benefits of IR treatments.
- Bestow awards to recognize the achievements of outstanding Interventional Radiologists and of hospitals that have provided extraordinary leadership in making IR treatments accessible to patients.
- Create a new corporate identity through a new name and logo:
 - o Canadian Association for Interventional Radiology (CAIR)
 - o Association canadienne pour la radiologie d'intervention

STRATEGIC DIRECTION NO. 2

Improve value of membership in CAIR

Most Interventional Radiologists practicing in Canada are members of CAIR. The Association will implement measures to attract an even greater number of physicians as well as other professionals such as Technologists and Nurses.

Measures include:

- Create a revamped website that will be a hub for healthcare professionals, patients and decision-makers interested in IR treatments.

- Maintain group membership in CIRSE (Cardiovascular and Interventional Radiological Society of Europe) in order to provide CAIR members with the benefits of belonging to two outstanding professional associations.
- Make membership in CAIR even more relevant to Technologists and Nurses.
- Provide members with an opportunity to obtain all required CME credits.
- Continue to provide members with outstanding continuing professional development activities.
- Maintain the Association's quarterly newsletter and community forum as well as the ongoing circulation of clinical cases.

STRATEGIC DIRECTION NO. 3

Ensure the Association's financial sustainability and growth

The Association's income is mainly based on membership fees, revenue from events and support from corporate partners. Additional sources of income are required to ensure sustainability and growth.

The Association will take measures to generate new revenue, including:

- Have membership fees reflect the additional benefits provided to members.
- Adjust Annual Meeting registration fees in order to offset rising expenses.
- Ensure that relations with corporate partners are more mutually beneficial than ever before.
- Explore new funding opportunities.



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