STRATEGIC GOAL #1: EDUCATION

AES is the leader in education about epilepsy and in career development for current and next generation epilepsy professionals.

Since its founding, and fundamental to its identity, AES has been a leader in educating epilepsy professionals, providing support and assistance in career development, and mentoring the next generation of professionals. This tradition continues, augmented by advances in knowledge, contemporary educational strategies, and the growth of alternate formats.

STRATEGY 1A: Maintain the Annual Meeting as the premiere professional gathering in epilepsy, ensuring its relevance, enhancing its role in convening the entire professional community and facilitating networking opportunities

STRATEGY 1B: Maintain a comprehensive, accessible, up-to-date repository of knowledge for the specialty curated according to audience that includes resources to meet professional education requirements

STRATEGY 1C: Deliver educational resources using both existing and new, innovative platforms

STRATEGY 1D: Expand the scope and breadth of career and leadership development programs and resources for epilepsy professionals in both clinical and research settings

STRATEGIC GOAL #2: RESEARCH

AES is a recognized leader in setting research direction (basic through clinical), supporting innovation, encouraging collaboration and developing the next generation of investigators.

By leveraging the breadth and depth of expertise of its members, AES contributes to the identification and delivery of answers to diagnose, treat, and cure epilepsy, seizures, and related disorders. AES works to attract and support the development of the most promising scientific talent. It ensures that every research dollar is spent strategically with the greatest impact possible, with a strong commitment to basic through clinical research.

STRATEGY 2A: Be a leader in developing and supporting basic, translational, and clinical research, with emphasis on the next generation

STRATEGY 2B: Transform and expand the epilepsy research community by enhancing collaboration and synergy across the research and care spectrum

STRATEGY 2C: Increase research and funding opportunities, including for unexplored areas of research, by partnering with mission-aligned organizations

STRATEGY 2D: Lead in setting research direction through support of innovation and identification of key gaps in knowledge
STRATEGIC GOAL #3: BEST PRACTICES

AES will improve patient care through developing and facilitating implementation of best practices.

Keeping current on evidence-based guidelines and best practices is critical for epilepsy professionals to provide quality care to patients and families. AES is committed to developing and disseminating guidelines and tools for practice improvement in all clinical settings.

STRATEGY 3A: Identify gaps and use all available evidence to develop guidelines and consensus documents

STRATEGY 3B: Create tools for practice improvement for epileptologists and all clinicians involved in the care of persons with seizures, epilepsy, and related disorders

STRATEGY 3C: Facilitate widespread application of evidence-based guidance to assist clinicians in providing optimal care for persons with seizures, epilepsy, and related disorders

STRATEGIC GOAL #4: RAISE AWARENESS OF EPILEPSY

AES will take a leadership role in improving awareness of seizures, epilepsy and its comorbidities.

In 2015, 1.2% of the U.S. population was classified as having active epilepsy. Epilepsy is the second leading cause of death due to a brain disorder, and results in over $15.5 billion dollars in costs per year in the US alone. The lack of national awareness of these facts has resulted in a disproportionately small percentage of research funds being allocated to epilepsy research, both basic science and clinical; extension of the average time it takes for a patient to get to an epilepsy specialist to 17 years; and shortage of professionals entering the specialty.

STRATEGY 4A: Develop and disseminate cohesive, consistent key messages communicating the public health impact of seizures, epilepsy and its comorbidities

STRATEGY 4B: Collaboratively and independently advocate for increased funding for epilepsy and address public policy concerns

STRATEGY 4C: Identify opportunities for collaboration with related organizations, including continued commitment to and support for the Epilepsy Leadership Council

STRATEGY 4D: Develop a communications plan that leverages organizational positions, products, services and expertise

STRATEGIC GOAL #5: ORGANIZATIONAL EFFECTIVENESS

AES will continue to improve its financial sustainability and organizational effectiveness.

As the leading multidisciplinary professional organization in epilepsy, AES must remain current in its information, decision support data, technology, infrastructure and governance practices. In order to be best positioned to achieve the first four goals, AES must be as effective as possible as an organization.

STRATEGY 5A: Implement and maintain optimal information, decision support and technology infrastructure necessary to meet and support our operational needs and strategic goals

STRATEGY 5B: Diversify revenue sources to support operating and programmatic needs and expand endowment to support strategic priorities

STRATEGY 5C: Maintain an operational structure that promotes efficiency and maximizes member engagement

STRATEGY 5D: Continually monitor external trends to assess risks and opportunities to act on to sustain organizational health and effectiveness

STRATEGY 5E: Keep all relevant stakeholders informed and aligned through communications and messaging consistent with strategic priorities and the communications plan