



# Strategic Plan 2023–2027

The Sexual Medicine Society of North America (SMSNA) is dedicated to promote, encourage, and support the highest standards of practice, research, education, and ethics in the study of human sexual function and dysfunction.

**Vision: Optimal sexual health for all**

**Mission: To innovate, educate & inspire the best practices in sexual medicine**

<p><b>Grow Brand Integrity</b></p> <p>Secure and further improve the reputation, credibility, branding and brand identity of SMSNA as the leading authority in sexual medicine &amp; health.</p>	<p><b>Improve Communications</b></p> <p>Enhance communication channels to effectively disseminate information &amp; resources to members, healthcare professionals, stakeholders, and the public.</p>	<p><b>Develop a Diversified &amp; Focused Content Strategy</b></p> <p>Create a comprehensive and dynamic range of educational and informational content that addresses the diverse needs of all stakeholders.</p>
<p><b>Define and enhance collaborations &amp; partnerships with all (scientific and corporate) stakeholders</b></p> <p>Foster strategic collaborations with researchers, key organizations, HCPs, and corporate stakeholders for knowledge sharing and funding opportunities.</p>	<p><b>Increase Participation &amp; Foster Active Engagement</b></p> <p>Encourage active participation and engagement among SMSNA members and all other stakeholders through expanded membership benefits, networking opportunities, and meaningful involvement in SMSNA.</p>	<p><b>Enhance Organizational Excellence</b></p> <p>Improve core competences in governance, strengthen organizational capacity, and align values, priorities, capabilities, skills, and resources in support of our long-term purpose and to ensure sustainability.</p>