

Strategy 2017-9



Welcome from Dr Sally Coomber

This strategy aims to support and promote SOM members as people who are qualified, professional, expert and trusted in occupational health.

A key measure of success of this strategy is to increase our membership, for example through increasing the number of student, nurse and international members. We also need to improve the SOM membership offer. Another, is greater acceptance of the value of occupational medicine from policymakers, the NHS, and other health professionals. This focus aims to enhance our position as leading professionals in occupational health and medicine, demonstrating what members bring to UK workforces.

In the current environment, it is important that the SOM pro-actively challenges policy makers to invest in occupational health and medicine. This entails clarifying to decision makers about what is distinctive and valuable about what members provide to the workplace, and to other health professionals, such as GPs. In addition, we wish to highlight the available research evidence to the case of occupational health to organisations.

www.som.org.uk

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1 Background

The Society of Occupational Medicine (SOM) is the UK organisation for all other healthcare professionals working in or with an interest in occupational health. It is concerned with:

- the protection of the health of people in the workplace
- the prevention of occupational injuries and disease
- related environmental issues

We are a registered charity, founded in 1935 as the Association of Industrial Medical Officers, it changed its name to become the Society of Occupational Medicine in 1965. In 2012, the SOM opened our membership to other associated health professionals working in occupational health. In 2015 an away day occurred with its Council to review and determine SOM's future strategy.

The SOM stimulates interest and research in occupational health and medicine with the government, the healthcare community, health charities and other bodies. SOM aims to be a leading voice, responding and proactively informing the media and policy makers on work and health issues. It hosts a leading journal, Occupational Medicine.

The SOM offers continuing professional development and education for all doctors and healthcare professionals working in occupational health. It is also a forum for the exchange of ideas, best practice and networking, through its regional groups. It also works globally, through its leadership of the International Occupational Medicine Collaborative.

The SOM is run by its Council – elected and appointed officers and the chair of regional groups. An executive committee of council is responsible for the day-to-day governance of the Society. It comprises the elected officers, the chairman of the Education Panel and the Chief Executive. The Annual General Meeting takes place at the Annual Conference in June/ July.

2 SOM's vision, values and goals Values (from Dec 2015 Council awayday)

Democratic

Ethical

Approachable

Knowledgeable

Cost Effective

Continuous Improvement

Inclusive

Collaborative

Friendly

Professional

SOM Vision - Work Well, Be Well, Live Well

SOM Goals

- Healthy People through Healthy Work
- Representing the multi-disciplinary occupational health professions and their skill sets
- Promoting and supporting best practice, standard setting, education and training in occupational health
- Stimulating research and evidence-based occupational health (OH) practice
- Addressing the health needs in respect of work of the general public

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- Administering a robust and representative governance structure that stands up to public scrutiny

3 Future challenges

We have considered our current capacity as an organisation as well as the opportunities and challenges we are likely to face over the next three years.

A key challenge is ensuring SOM's membership grows, through providing a supportive and well-respected multidisciplinary and supporting existing members by adding value to membership. The SOM in particular needs to attract health professionals with an interest in occupational health - from nurses, to general practitioners, to allied health professionals.

We have the opportunity of convincing the government of the need for greater investment in occupational health and medicine. We need to develop our skills and profile, with guidance from leaders outside our sector.

4 Our strategic achievements

Besides a sense of pride in belonging to the organisation, recent achievements of SOM include:

- Lord Blunkett, becoming a SOM Patron and hosting a meeting at the House of Lords
- The Subscription fee being frozen for 2017
- Submission to calls for evidence e.g. for NICE
- Refreshed website
- Campaign launch
- Social media platforms for Twitter, LinkedIn and Facebook
- International Collaborative launched
- New student membership and peer review offer

These are in addition to our existing member benefits such as e news, appraisal services, regional groups, annual conference and the Occupational Medicine journal



Our Patron – Lord Blunkett

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5 Our three aims by the end of 2019

Our goal is *increased value* for existing and potential new members, with a wider understanding of the specific contribution to healthcare by the public, health professionals and policy makers of the role of our members and occupational health in general.

Aim 1: Increased our multidisciplinary membership through tangible benefits, fostering a sense of community, and attracting new members

- **Attract new members** by offering SOM as an enjoyable and respectful professional home for people with an interest in work and health via a new student membership category, international members and targeting new groups e.g. disability doctors and off shore medics
- **Provide tangible benefits to members** so people wish to join and retention is improved. We will regularly review satisfaction rates with SOM services. We will promote and build new benefits such as special interest groups, nurse indemnity insurance and peer support. We will support members in being able to develop their skills, such as in research and audit. We will deliver ISO 9001 for our appraisal service.
- **Foster a strong, diverse and accessible Community** – supporting members to meet each other and receive support – be it through regional groups, conference, social media and specific events. We will ensure the annual conference is an occasion where as many members as possible can attend. We will review the reason annually why members do not renew. We will use affordable technology to promote accessibility to the widest membership and increase social media opportunities for members to engage with each other and the SOM.

Measures of success To

deliver this we will:

- Work with members to identify needs and provide new member benefits
- Aim to ensure our membership renewal rate improves year on year
- Increase member engagement and attendance at regional group meetings, webinars AGM and conference
- Implement a communications plan to increase our social media and online communities
- Review and aim to continually improve our events offer and appraisal system

Aim 2: Raise the regional, national and international influence of SOM

- Engage policy makers and business to understand the value of occupational health and medicine, with persuasive briefing materials and thought leadership

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- Demonstrating that practice is underpinned by high quality evidence, through our Journal, *Occupational Medicine*.



journal

Our

Nationally, stakeholders include employers, trade unions members of the Houses of Commons and Lords, NHS providers and commissioners, universities and funding councils. SOM supports the Council for Work and Health that assists with our advocacy to government.

Regionally, responsibility for a range of issues is devolved to the Department of Health in England, and equivalents in Wales, Scotland and Northern Ireland, so briefings will be targeted to the appropriate administrations.

Nationally, and regionally, the SOM will also develop its dialogue with NHS Commissioners and health boards, patient groups, and local authority-led health and wellbeing boards.

Internationally, we will also encourage development of the SOM International Group, International Occupational Medicine Society Collaborative (IOMSC) support and inform international dialogue.

Measures of success To

deliver this we will:

- Ensure policy leads (including in Scotland, Wales and Northern Ireland) understand and act on SOM policy briefs and positions, in partnership with the FOM where appropriate
- Increase awareness by research funders and research policy makers of the existing research base that supports occupational medicine and health
- Support the development of the International Occupational Medicine Society Collaborative
- Further establish the journal Occupational Medicine as a leading international health journal and increase its usage throughout the world

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Aim 3 SOM is a cost effective and efficient organisation, with a stable business model and good governance

Ensure an effective Board- safeguard the strategic direction of the organisation and actively review the delivery of the strategy, ensure good governance and the financial stability of the organisation.

Use technology and resources effectively - aim to use electronic and online services wherever this is seen to reduce cost and add value. The effectiveness of the SOM also built on having staff that are supported, have clarity of purpose, and appropriate skills to support members.

Manage finances prudently - Our approach to managing our finances will be to spend efficiently and minimise risks to our cash flow.

Measures of success

- Revise constitution as appropriate
- Recruit, retain and develop excellent staff
- Chair and Board evaluation every year
- Clear annual business plans state progress against this strategy
- Balanced budget over the next three years



Trustee Training - 2016

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