

XII General Conference Madrid 2016

Feeding the future of IFCC now!

Strategic Plan (2016-2017)

**Maurizio Ferrari
IFCC President**

**Hotel Auditorium-Marriott, Madrid, Spain
19-21 March 2016**

IFCC Executive Board 2015-2017



Maurizio FERRARI
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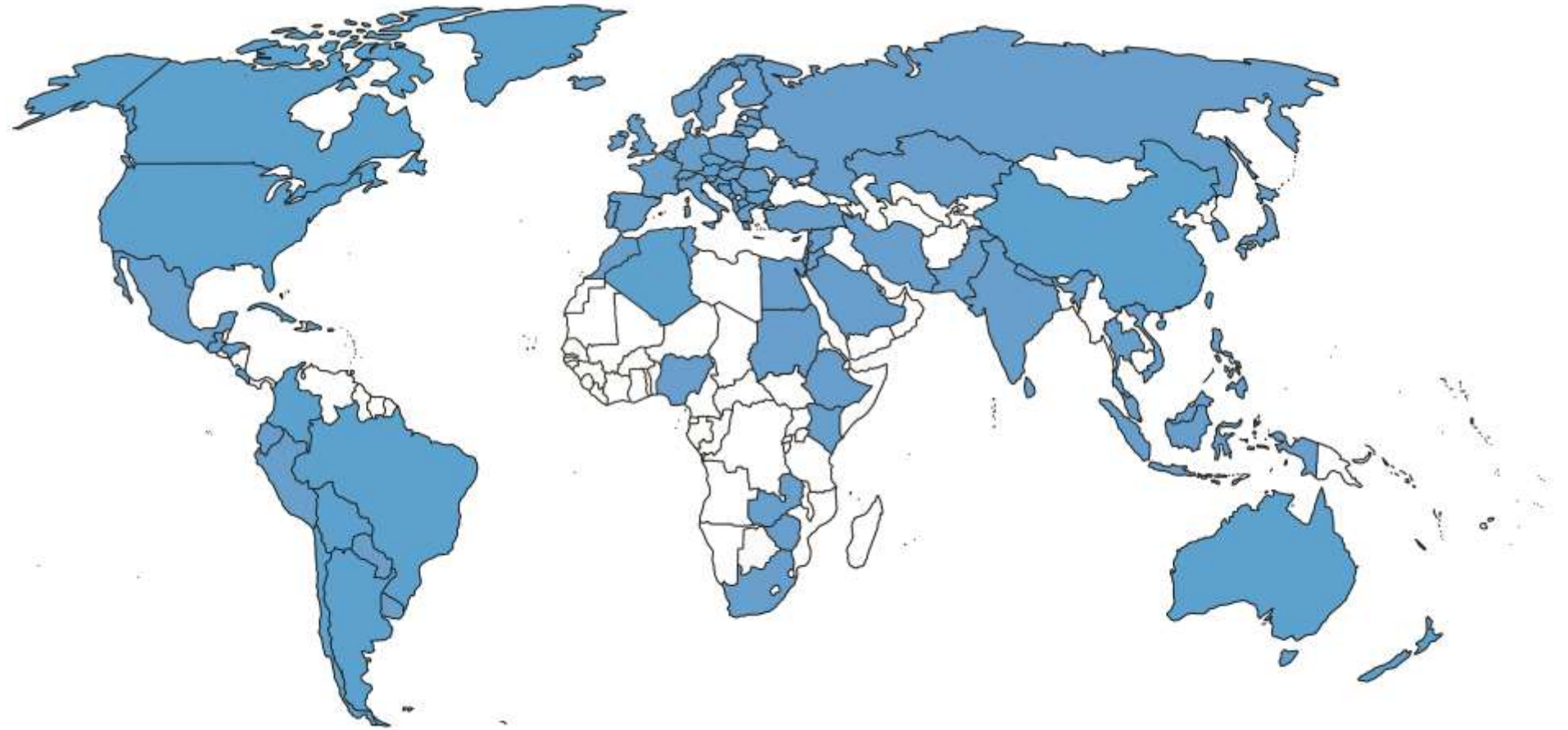




IFCC Members

- **90 Full Members**
- **12 Affiliate Members**
- **6 Regional Organizations**
 - Arab Federation of Clinical Biology (AFCB)
 - African Federation of Clinical Chemistry (AFCC)
 - Asia-Pacific Federation for Clinical Biochemistry and Laboratory Medicine (APFCB)
 - European Federation of Clinical Chemistry and Laboratory Medicine (EFLM)
 - Latin American Confederation of Clinical Biochemistry (COLABIOCLI)
 - North American Federation for Clinical Chemistry and Laboratory Medicine (NAFCC)
- **46 Corporate Members**

Full Members of IFCC



45,000 Laboratory specialists
89 Full members & 12 Affiliates

Strategic Plan 1

- **Agree and implement a procedure to enable the future election of Regional Federation representatives to the IFCC Executive Board.**
- **Maintain support materials and web-based tools to demonstrate the benefits of IFCC membership to developing countries.**
- **Use and evaluate effectiveness of new support materials.**
- **Deliver the e-academy as the platform to support IFCC educational materials.**
- **Organise at least one opportunity each year for the Executive Board to meet with the Presidents of each of the IFCC Regional Federations to identify opportunities for collaboration.**
- **Devise and introduce a strategy to increase the attractiveness of IFCC to Corporate members.**

Strategic Plan 2

- Produce and publish an e-booklet to encourage young scientists to undertake research.
- Consolidate the mentoring programme as a Special Project and promote its gradual expansion.
- Further develop and promote “Shaping the Future of Laboratory Medicine”.
- Agree and present a strategy to demonstrate the benefits of expanded IFCC Full Membership.
- Increase the number of young scientists participating in the IFCC Committees and Working Groups.
- Conclude and sign an agreement with the North American Federation of Clinical Chemistry and Laboratory Medicine (NAFCC).

Strategic Plan 3

- Establish one new high level project with WASPaLM that aims to promote the quality of laboratory medicine through promoting the value of Laboratory Medicine.
- Signe the agreement with KSCC for WorldLab 2020, Seoul (KR).
- Signe the MoU between EFLM and IFCC.
- Review IFCC finances and identify opportunities to improve financial performance. Identify opportunities for at least one new income stream.
- Invite an external body to perform a wide-ranging SWOT analysis of IFCC, evaluate the findings and publish a report with recommendations.
- Launch and promote the Foundation for Emerging Nations as a new income stream for IFCC.
- Solicit nominations for and conduct the election of the first President Elect.

SWOT – a situation analysis



Strengths

Think of your unique culture, resources, capabilities, knowledge, operating system, values, staffing practice, etc.



Weaknesses

Consider your limitations, financial resources, ability to influence and to be effective in order to reach strategic objectives.



Opportunities

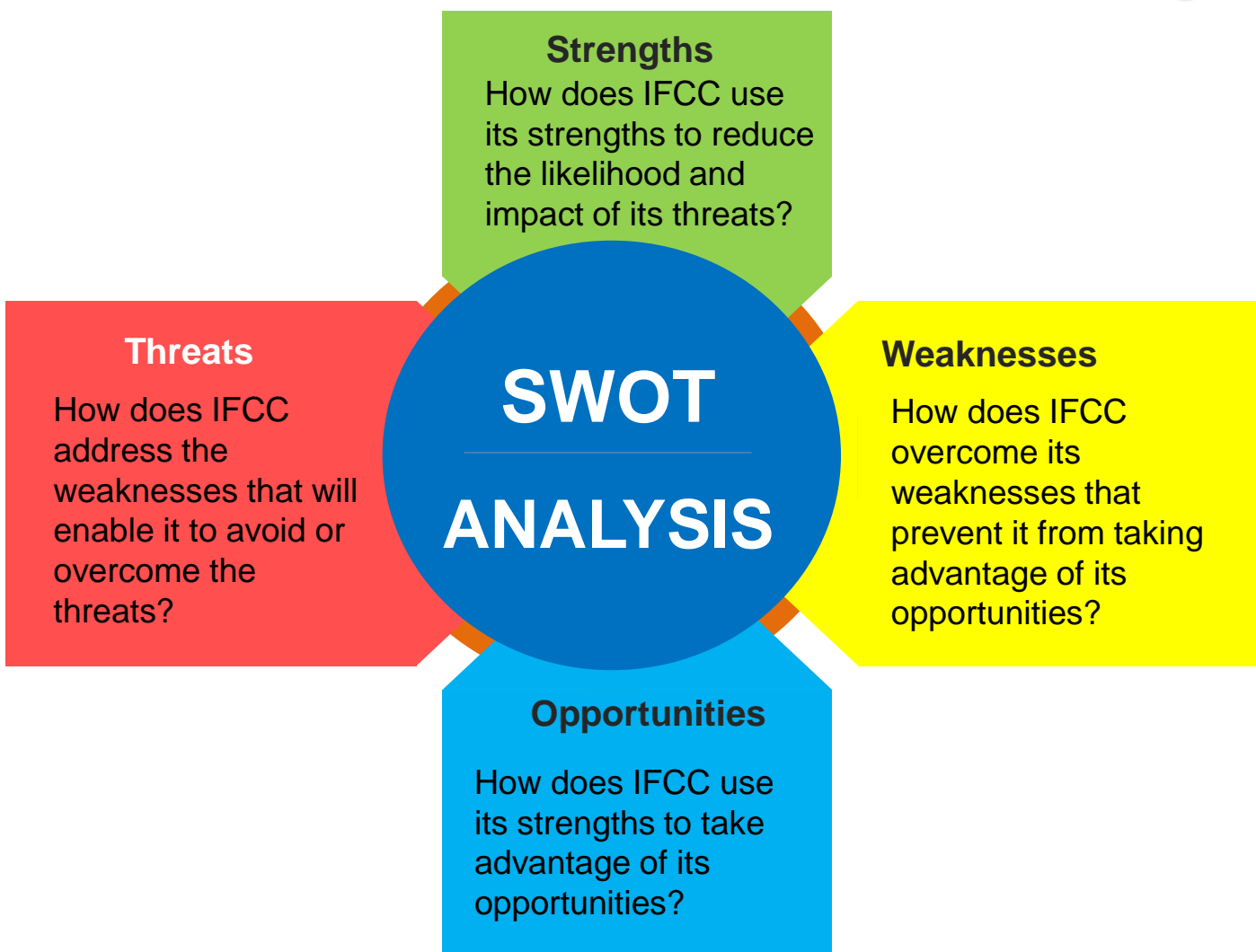
Relate to any favorable current or prospective situation in your external environment, such as a trend or overlooked need.



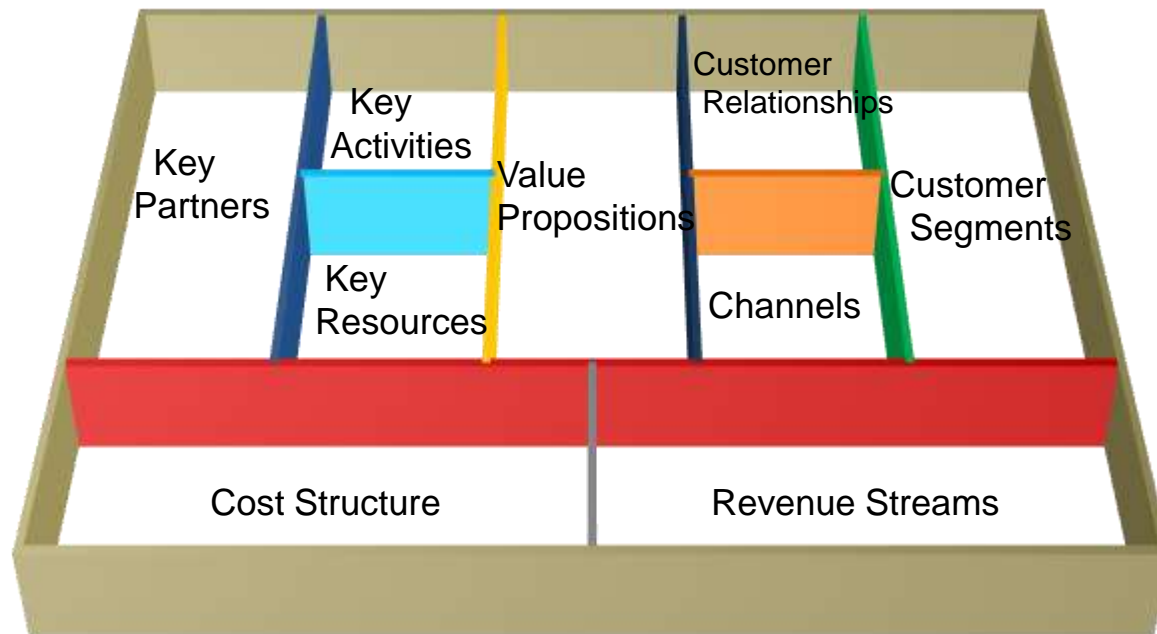
Threats

Observe any unfavorable situation, trend or impending change in your external environment that could damage your ability to perform.

SWOT – a situation analysis



Business Model Canvas



Customer Segments have specific needs

CUSTOMER SEGMENTS



- Which kind of groups of people, organizations or federations do we aim to reach and serve?
- For whom are we creating value? Who are our most important constituencies?
- Are there niches to consider? Categorize segments by requiring distinctive offers, distribution channels, types of relationships, and ability to take advantage or pay for offer.
- Which segments do we chose to ignore?

Customer Segments

Services creating Value for Customer Segments



VALUE PROPOSITIONS



- What value do we deliver?
- What problems do we help to solve?
- Which needs are we satisfying? What bundle of services are we offering?
- Consider newness, improved performance, convenience, risk reduction and customization.

Channels comprise the Interface with Customer Segments

CHANNELS



- Through which channels do our constituencies want to be reached?
- How are we reaching them now?
- How are our channels integrated?
- Which ones work best? Which ones are most cost-efficient?
- How are we integrating them with our customer routines?



Channels

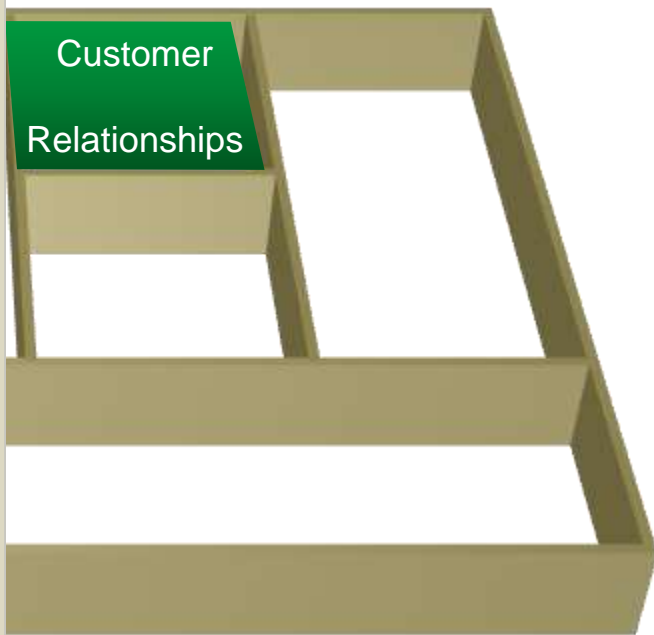
Customer Relationships deeply influence customer experience

CUSTOMER RELATIONSHIPS

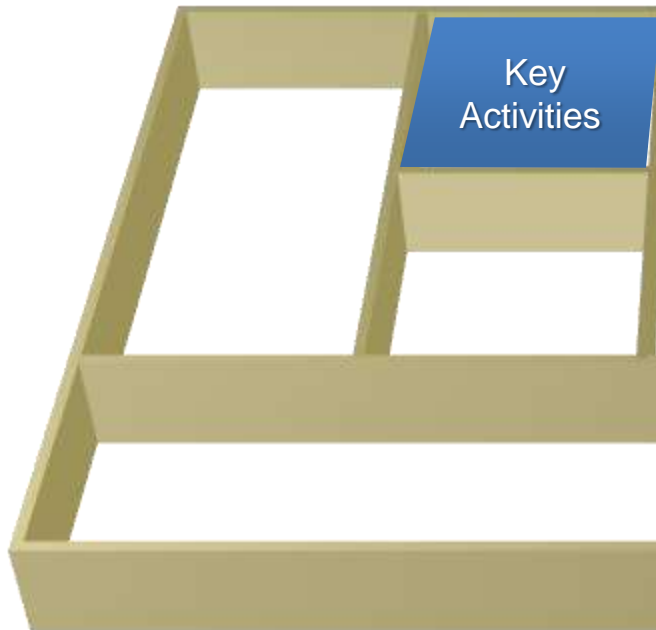


- What type of relationship does each of our customer segments expect us to establish and maintain with them?
- Which ones have we established?
- How costly are they?
- How are they integrated with the rest of our business model?
- Think of personal assistance, self-service, automated service, communities and co-creation.

Customer
Relationships



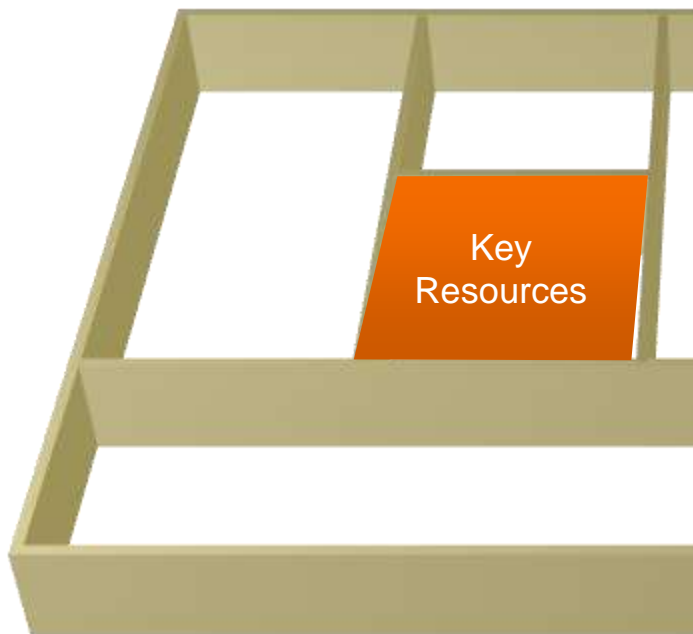
Key Activities to realize our Value Proposition



KEY ACTIVITIES

- What key activities do our value proposition require?
- ... our distribution channels?
- ... our customer relationships?
- Which new solutions will solve our member problems?
- What kind of knowledge or platform management, services or training do we need to offer?

Key Resources are the Assets required to make our Business Model work



KEY RESOURCES



- What key resources do our value propositions require?
- ...our distribution channels?
- ...our customer relationships?
- Consider physical, intellectual, human, and financial assets. Do you own them or can they be used or accessed from key partners?

Current or Potential Key Partners



Key
Partners

KEY PARTNERS

- Who are or could be our key partners?
- Which key activities do our partners perform?
- Which key resources could we share or use from our partners?

Revenue Streams secure Survival of IFCC

REVENUE STREAMS



- For what value are our customers/members really willing to pay?
- For what do they currently pay?
- How are they currently paying?
- How would they prefer to pay?
- How much does each revenue stream contribute to overall revenues?
- Consider usage fees, subscription fees, licensing, advertising.
- How can we generate recurring fees? Can we design a fixed price menu?

Revenue Streams

Cost structure describes all costs to our business model



COST STRUCTURE



- What are the most important costs inherent in our business model?
- Which key resources are the most expensive?
- Which key activities are the most expensive?
- Can we minimize cost in certain areas of activity?
- Can we offer premium value or a higher degree of personalized or exclusive service for higher fees?

Priority 1 Actions: < 6 Months

- **More effective and efficient divisions, committees, working groups and task forces by establishing professional performance management including the selection of people to act in certain roles.**
- **Deal with the new MedTech Europe code of conduct and its impact on conferences.**
- **Revisit vision and focus so that it is clear, compelling and communicated.**
- **Promote the value of laboratory medicine in healthcare.**
- **More detailed clarification of customer/user groups and their needs.**

Priority 2 Actions : 6 – 12 Months

- **Set-up a cost-reduction task force.**
- **Review of the IFCC organizational structure.**
- **Deal with expected financial challenges.**
- **Demonstrating and communicating specific value generated and benefits received to all member groups.**
- **Find ways to increase collaboration with other clinical societies to increase visibility, credibility and influence.**
- **Increase collaboration with international organizations in laboratory medicine and international clinical societies and other international stakeholders in healthcare.**
- **More multi-language educational materials.**

Priority 3 Actions : 9 – 24 Months

- Increased focus on harmonization and standardization in laboratory medicine.
- More extensive and professional, customer/user-oriented media presence.
- More specialized conferences stimulating new interests and membership.
- Expand educational opportunities through innovative e-learning and distance learning programmes.
- Find ways to improve the involvement of young scientists.
- Identifying new and efficient ways to share best practices.
- Redefining the interfaces between IFCC and its members to ensure effective communication.
- Review membership criteria to increase the number of members.
- Expand the membership beyond clinical chemistry into laboratory medicine.
- Ensure fair representation and diversity in IFCC activities.

IFCC Agreed Vision

***We advance excellence in
laboratory medicine for
better healthcare
worldwide***

Thank you!

IFCC is always by your side

For further information visit

www.ifcc.org

