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The CUA exists to promote the highest standard of urologic care for Canadians and to advance the art and science of urology.



Almost a year ago, I reported of our intention to revisit the strategic direction of the CUA.¹ Your Executive Committee and other key stakeholders have worked hard since then to put together what we believe is a visionary, practical plan to take the CUA into the next 5 years. It has deliberately been crafted to be an iterative process, recognizing that the goalposts are constantly moving and we need to be nimble in responding to changes in the environment. As I write this piece, we are in the final consultative phase of the process, during which time CUA members will be canvassed with 3 specific questions in mind:

1. What did we get right?
2. What did we get wrong?
3. How can you help in implementation of the plan?

The strategy can be summarized as 3 mission goals and 1 critical support goal:

1. Increase member engagement.

The CUA is built on volunteerism, and a robust means to maintain relevance to the membership must be central to our activities. The CUASF is a major benefit, and we will look at ways to expand its offerings to members, including beyond the strict definition of academia. We will endeavour to create useful practice tools for our members, and also explore initiatives such as creating a mentorship program to link established urologists with new graduates.

2. Be the Voice of Urology in Canadian health policy.

As the competition for healthcare resources gets more intense, we see an important role for the CUA in advocating for the needs of our patients and our profession. To better serve this purpose, we plan to change the mandate of the Socioeconomic committee, renaming it the Health Policy Committee to better reflect its responsibilities. We also need to advocate for the right number of training positions nationally.

3. Be the pre-eminent Canadian urologic resource for patients and health professionals.

The CUA already has significant visibility in this area, but there is room for expansion and opportunities to collaborate, such as with other health professionals and patient advocacy groups.

4. Ensure the financial sustainability of the CUA.

All of the preceding goals are dependent on continued good financial health of the CUA. We must explore innovative means of maintaining and strengthening our fiscal resources to be able to deliver our strategic plan.

The strategic direction of the CUA is meant to be a dynamic roadmap. That fact does not make it any less useful; it is worth recalling French writer and pioneer aviator Antoine de Saint-Exupéry's words: "A goal without a plan is just a wish." I ask that you help your organization in whatever way you feel best suited, since only via engaged membership will our goals be achievable.

Reference

1. Anderson P. What has the CUA done for you lately? *Can Urol Assoc J* 2013;7:303. <http://dx.doi.org/10.5489/cuaj.1660>