CUA NEWS

Adapting to external forces

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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.



he Canadian Urology Association continues to grow and diversify under the corporate structure of 4 Divisions: the Office of Education, CUAJ, the Annual Meeting and the Corporate Office. These Divisions have each developed and matured over the last 5 years. It is this corporate structure that has allowed the CUA to adapt to ever changing external environmental forces.

The core value that the CUA holds as its highest priority is "being relevant to the membership." Over the years, multiple needs-assessments have been conducted and we have recently completed our new 5-Year Strategic Plan. This Plan will guide our Association over the next 5 years.

The crafting of the Strategic Plan involved input and feedback from many CUA members from a wide variety of membership demographics. We have identified 4 priorities that lead our Strategic Plan: (1) the increasing membership engagement, (2) to be the voice of urology in public and health policy, (3) to become the preeminent urologic resource for patients and health professionals, and (4) to maintain financial sustainability. The CUA is committed to this plan both from a man-hour and financial perspective. I encourage all members to read the Plan and become involved in its execution.

The Board of the CUA will be working behind the scenes to enact an action plan that will implement our priorities as outlined in the Strategic Plan. I thank all Board members for volunteering their time to allow the CUA to grow. All activities of the CUA are supported by a highly committed Corporate Office staff led by Tiffany Pizioli. Thanks to the office staff for their dedication and hard work!