

The Changing Role of Society Publishing

Plenary 4

Chair: David Sampson, Vice President and
Publisher, Journals, American Society of Clinical
Oncology (ASCO)

ALPSP Conference, 16 September 2016



Presentation Lineup

- **Culture Trumps Strategy, David Sampson, *Vice President and Publisher, Journals, American Society of Clinical Oncology***
- **Have Your Cake, and Eat It, Leighton Chipperfield, *Director of Publishing and Income Diversification, Microbiology Society***
- **Scholarly Societies and Scholarly Communities, Kathleen Fitzpatrick, *Associate Executive Director and Director of Scholarly Communication, Modern Language Association***
- **Four Case Studies in Society Journals Publishing, Simon Inger, *Consultant, Simon Inger Consulting***

Culture Trumps Strategy

American Society of Clinical Oncology (ASCO)

David Sampson, Vice President and Publisher,
Journals, ASCO

ALPSP Conference, 16 September 2016



Disclaimer

Opinions expressed in this presentation are solely my own and do not express the views or opinions of the American Society of Clinical Oncology.

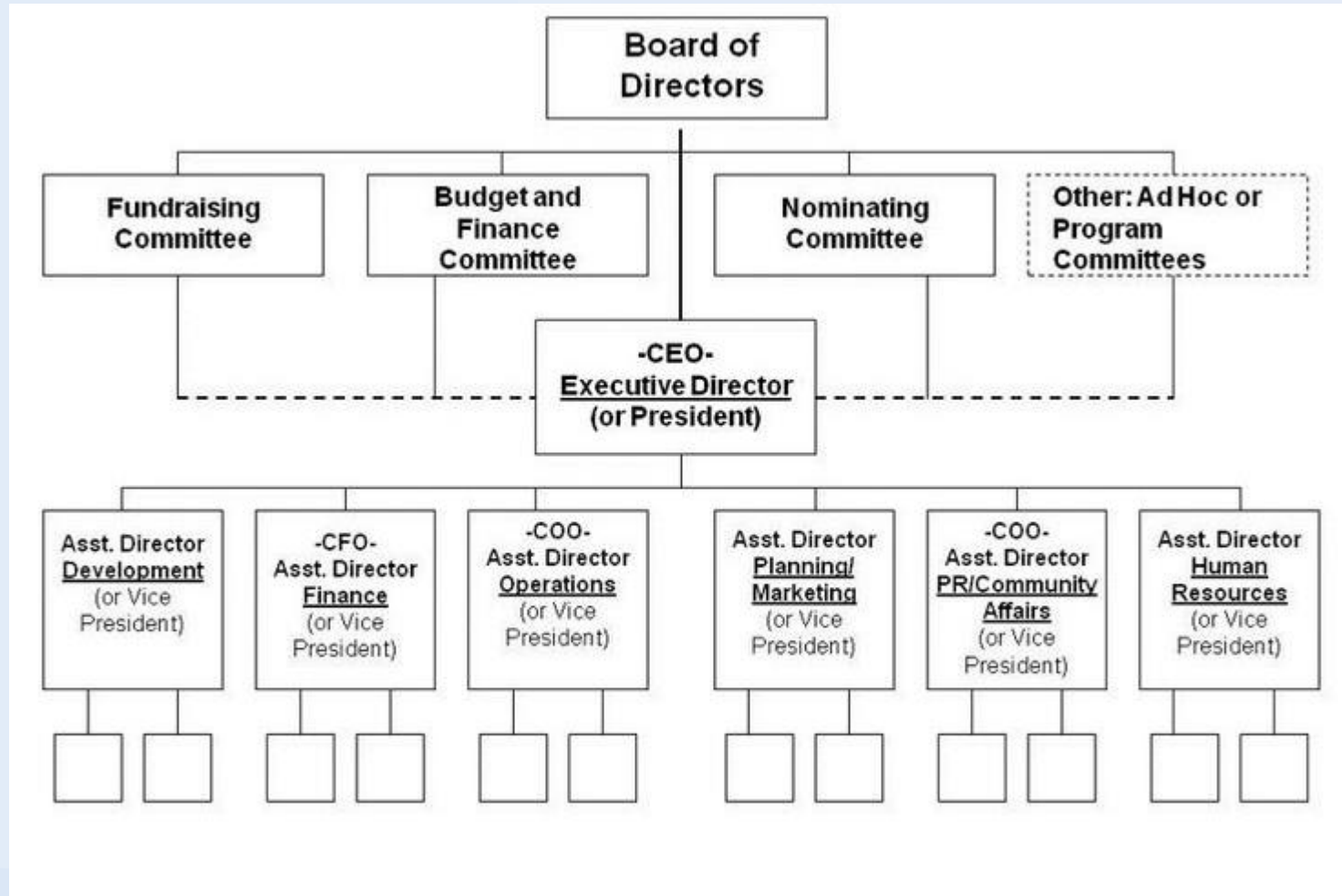
I fully expect you to disagree with some of my opinions.

CULTURE



STRATEGY?

Nonprofit structure

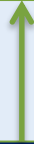


Where is the power?

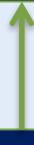
Profit



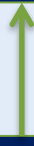
Shareholders



Directors



CEO



Officers

Non-Profit

Directors



CEO/Exec Dir



Officers

Strategic planning and strategy

- Strategic planning: Vision & Mission statements, Initiatives, Financials & Metrics
- Important...but often flawed
 - Striving for perfection
 - Resource-based
 - Forgetting that customers are in control
 - Five-year plans
 - *Disconnected from culture of organization or division*
- Societies don't answer to Wall Street so shouldn't approach strategic planning like a publicly traded company

ASCO overview

- American Society of Clinical Oncology founded 1964
- 40,000+ members; 30% international
- ~\$100M in revenues from meetings, membership, and content
- Content:
 - 5 journals (1 gold OA) by end of the year
 - A news tabloid published w/commercial publisher
 - A member magazine
 - Annual and thematic meetings
 - *Cancer.net* website for patients
 - Online and print education portfolio

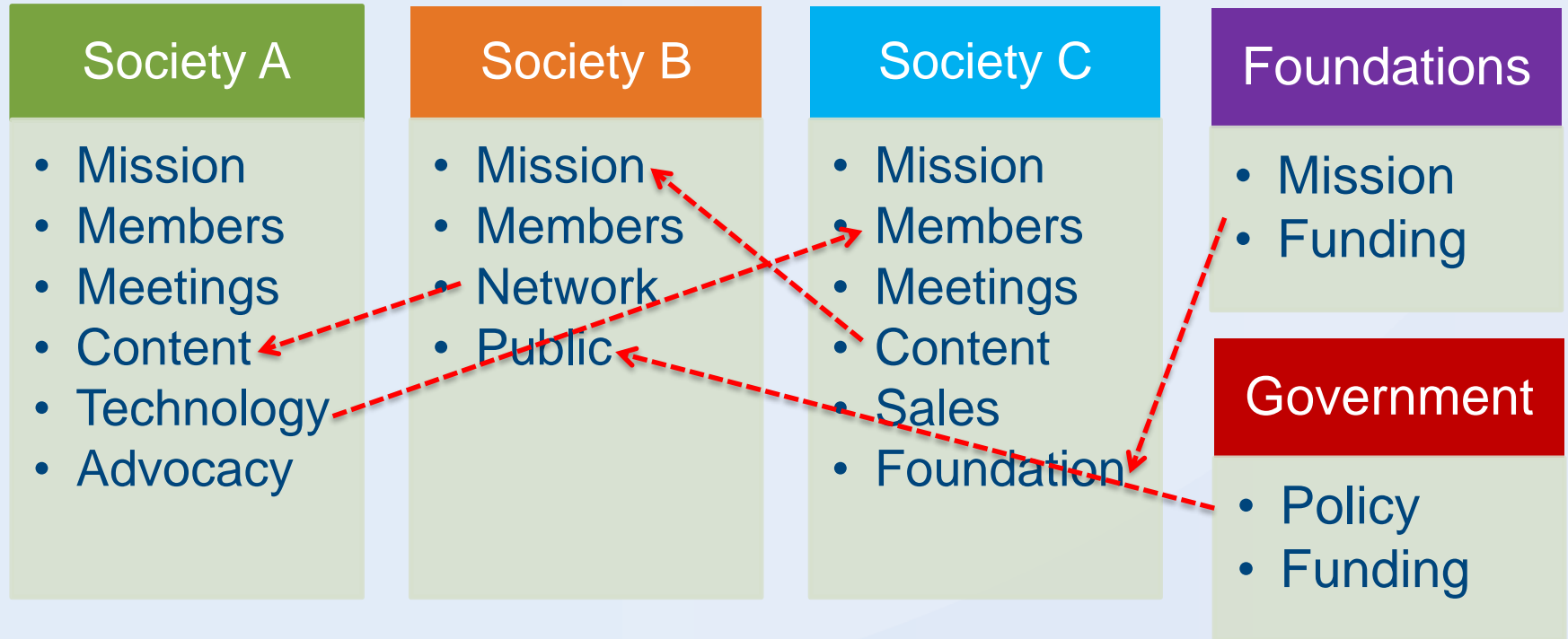
ASCO's culture

- Unparalleled customer service, esp. for members
 - Response time standards, surveys, call tracking, Net Promoter scores
- Growth is imperative – the S-curve
- **Connect internally and externally**
- Broaden the tent – new member constituencies
- Innovate and don't be afraid to fail...BUT
- Sunset (a.k.a. Kill) underperforming programs and products

ASCO's strategic planning and strategy

- Consultant worked with staff AND the board of directors
- Two year process
- 4 elements
 - Focus Areas – Quality, Value, Research, Education
 - How will ASCO succeed?
 - How will ASCO measure success?
 - How will ASCO invest to achieve success?

Societies (and nonprofits) connect!



Connect

- Joint clinical guidelines
 - Do you operate in a multidisciplinary field?
- Position and policy statements
- Meetings

Cancer Survivorship Symposium: Advancing Care and Research

A Primary Care and Oncology Collaboration

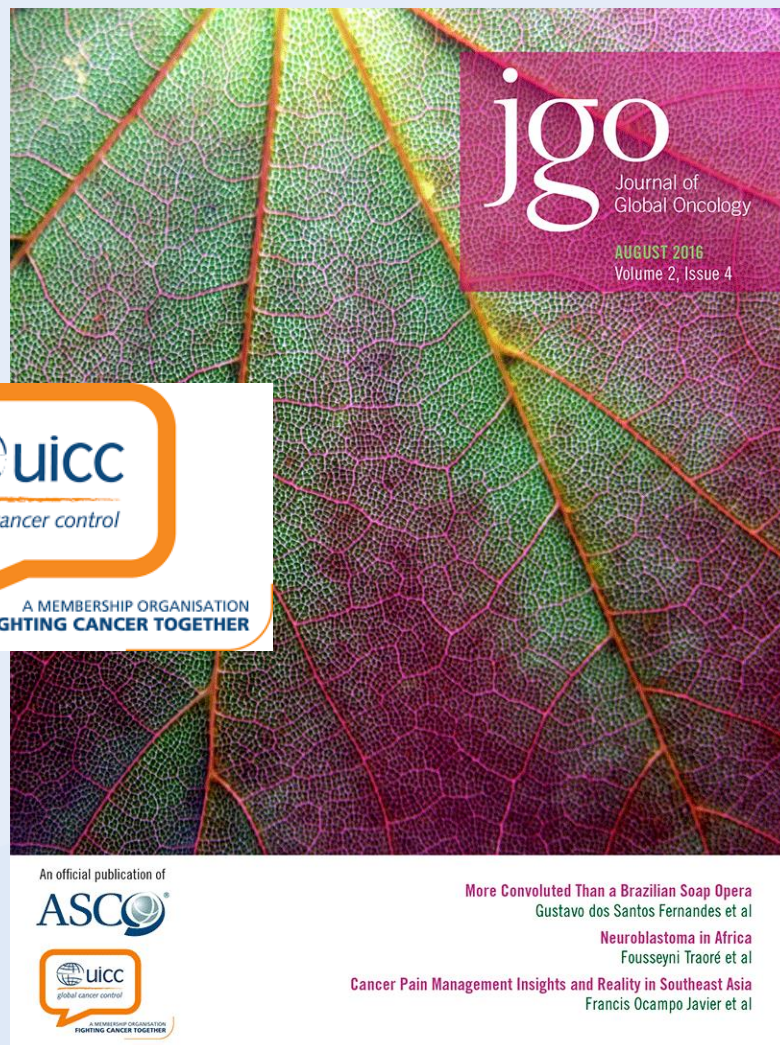
JANUARY 27-28, 2017
MANCHESTER GRAND HYATT
SAN DIEGO, CA

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Connect – Content, Mission

- *Journal of Global Oncology*
- Internal – ASCO International Affairs, Conquer Cancer Foundation
- External
 - UICC (organizational partner)
 - Other funders
 - Novartis Oncology
 - National Cancer Institute
 - U.S. Civilian Research & Development Foundation (CRDF Global)
 - National Science Foundation



Connect – Technology, Members, Content

- *JCO Clinical Cancer Informatics*
- Internal – CancerLinQ, Membership, Education
- External
 - Cancer Informatics for Cancer Centers (CI4CC)



JCOTM Clinical Cancer Informatics

Connect –Patients, Survivors, Public

- *Cancer.Net* website and print resources for patients
- *Cancer Survivorship* newsletter
- Health & science literacy and the public (forthcoming)

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Societies – a culture of connecting

Society A	Society B	Society C	Foundations
<ul style="list-style-type: none">• Mission• Members• Meetings• Content• Technology• Advocacy	<ul style="list-style-type: none">• Mission• Members• Network• Public	<ul style="list-style-type: none">• Mission• Members• Meetings• Content• Sales• Foundation	<ul style="list-style-type: none">• Mission• Funding
			Government
			<ul style="list-style-type: none">• Policy• Funding

How will you connect?