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!

- **Society A**
  - Mission
  - Members
  - Meetings
  - Content
  - Technology
  - Advocacy

- **Society B**
  - Mission
  - Members
  - Network
  - Public

- **Society C**
  - Mission
  - Members
  - Meetings
  - Content
  - Sales
  - Foundation

- **Foundations**
  - Mission
  - Funding

- **Government**
  - Policy
  - Funding
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

Cosponsored by

American Academy of Family Physicians
ACP
American Society of Clinical Oncology
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)
Connect – Patients, Survivors, Public

- **Cancer.Net** website and print resources for patients
- **Cancer Survivorship** newsletter
- Health & science literacy and the public (forthcoming)
Societies – a culture of connecting

Society A
- Mission
- Members
- Meetings
- Content
- Technology
- Advocacy

Society B
- Mission
- Members
- Network
- Public

Society C
- Mission
- Members
- Meetings
- Content
- Sales
- Foundation

Foundations
- Mission
- Funding

Government
- Policy
- Funding

How will you connect?