

2025-2029 MDS Strategic Plan

1. Build a Collaborative Community

- Enhance the value and visibility of membership
- Foster meaningful connections by building a strong networking infrastructure
- Engage professionals with diverse personal backgrounds and skill sets
- Promote representation and accessibility in the field

2. Lead Innovation and Excellence in Science and Education

- Drive innovation in learning experiences
- Leverage technology and AI for engagement with education and resources
- Strengthen the Society's scientific profile and global influence
- Foster collaboration across the clinical and scientific fields

3. Advance Global Awareness and Advocacy

- Expand outreach to patients, professionals, and the general public across the globe
- Strengthen partnerships for impactful advocacy initiatives
- Promote MDS thought leadership and brand visibility

4. Innovate for a Sustainable Future

- Sustain financial growth and strategic investments
- Leverage technology and data to scale society developments and innovations globally
- Build a modern, agile, and transparent governance model

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1. Build a Collaborative Community

Goal: Cultivating a diverse, multidisciplinary community of clinicians, scientists, allied health professionals, patients, and advocates to foster meaningful collaboration and shared progress in research and care.

Objectives & Initiatives:

- **Enhance the value and visibility of membership**
 - Promote the variety of opportunities for members to participate within MDS, focusing on engagement within Special Interest and Study Groups.
 - Provide a clear pathway for members to gain access to relevant information and opportunities within the Society.
 - Highlight the opportunities for students, residents, fellows, and young researchers to join the Society to access education and resources at no cost.
- **Foster meaningful connections by building a strong networking infrastructure**
 - Explore peer-to-peer mentorship, early-career education models, and leadership pipelines.
 - Create a culture of support and mentorship at every level of the Society.
 - Promote the inclusion of networking opportunities at all MDS Events, including at regional courses and workshops.
- **Engage professionals with diverse personal backgrounds and skill sets**
 - Support scientists, AHPs, and non-specialist clinicians, through targeted programming.
 - Consider an ambassador model to better connect with other related specialties and affiliate members to make MDS more visible.
 - Explore ways to integrate young members into MDS Committees and Groups.
- **Promote representation and accessibility in the field**
 - Work with Foundations and other Organizations to promote access to care globally.
 - Explore how to provide accessible education and resources for underrepresented populations or in resource-limited settings.
 - Ensure that the patient voice is represented in MDS projects, events, and activities.

2. Lead Innovation and Excellence in Science and Education

Goal: Guiding the field through promoting cutting-edge research, professional development, and the training of the next generation of scientific and clinical leaders.

Objectives & Initiatives:

- **Drive innovation in learning experiences**
 - Enhance Congresses and Courses through different session types, including but not limited to: flipped classrooms, micro-learning opportunities, audience interactions, and increased interactions between clinicians, health professionals, and scientists.
 - Explore developing virtual and hybrid accredited programs (e.g., training in botulinum toxin injections, deep brain stimulation programming, and case-based learning).
 - Explore modifications to the Regional Congress programs to ensure they are meeting local needs while remaining financially viable.
- **Leverage technology and AI for engagement with education and resources**
 - Explore AI-powered integration (i.e. LLMs) to connect members and non-members with the content and resources they are seeking quickly.
 - Review and refresh existing content, incorporating regional input, to make in-person and online content more attractive.
- **Strengthen the Society's scientific profile and global influence**
 - Encourage increased involvement of basic scientists and translational researchers, with MDS becoming the platform of choice to showcase breakthrough research.
 - Consider a “Network of Networks” to support global research collaboration and share best practices.
 - Evaluate the creation of clinical competencies, systematic reviews, guidelines, and/or research priorities to support members at a local level.
 - Increase visibility of Study Group projects and manuscripts.
- **Foster collaboration across the clinical and scientific fields**
 - Consider the implementation of clear tracks during the International Congress for scientists and AHPs.
 - Explore partnerships with academic institutions and other related societies to develop joint publications and education.
 - Consider facilitating therapeutic developments by establishing collaborations between industry, academia, and the patient community.

3. Advance Global Awareness and Advocacy

Goal: Amplifying the voice of MDS through strategic advocacy, public engagement, and partnerships that drive policy change and increase awareness.

Objectives & Initiatives:

- **Expand outreach to patients, professionals, and the general public across the globe**
 - Develop patient-friendly web resources such as lay summaries of important clinical and scientific research, which can be translated into various languages.
 - Use storytelling, social media, and targeted content strategies to broaden appeal and highlight member journeys.
 - Enhance promotion of Awareness Days (PD Day and Movement Disorders Day) to highlight the specialty and essential information.
- **Strengthen partnerships for impactful advocacy initiatives**
 - Consider the development of advocacy training materials, toolkits, and communication materials, which members could use locally to accelerate awareness campaigns.
 - Explore advocacy collaboration opportunities with global partners (universities, regulators, policy makers, patient groups).
- **Promote MDS thought leadership and brand visibility**
 - Consider implementing a comprehensive media strategy and public messaging campaign.
 - Engage in policy discussions related to AI, digital tools, and regulatory issues.

4. Innovate for a Sustainable Future

Goal: Driving innovation in research, care models, and organizational practices to ensure long-term impact and resilience.

Objectives & Initiatives:

- **Sustain financial growth and strategic investments**
 - Consider launching donation campaigns, legacy giving programs, and developing a philanthropic infrastructure.
 - Explore partnerships with industry and CROs for educational and clinical trial support.
 - Develop new sponsorship models for the support of MDS education and courses.
- **Leverage technology and data to scale society developments and innovations globally**
 - Investigate the utility of AI applications and the role of environmental sustainability in care delivery.
 - Explore how the use of digital health tools, real-world data, and emerging technologies can help improve the diagnosis, treatment, and long-term care of individuals with movement disorders.
 - Drive innovation in digital tools and outcome assessments to maintain global leadership in the field.
 - Relaunch the Innovation Lab for piloting new ideas and member-driven solutions.
- **Build a modern, agile, and transparent governance model**
 - Consider a financial sustainability framework to guide organizational activities.
 - Explore ways to embed environmentally responsible practices into MDS governance, operations, and events.
 - Review leadership onboarding materials to ensure leadership feels supported in their roles.
 - Create a forward-thinking environment that actively encourages and facilitates innovation and ensures timely adoption of impactful practices, technologies, and ideas.