



Society of
Interventional
Oncology

SIO STRATEGIC REVISION 2025 & 2026-2030 STRATEGIC PLAN

Approved 23 October 2025

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Key Strategic Themes – June 2025 Board Meeting

Patient-Centered Purpose

- “Patients” overwhelmingly cited as primary motivator across multiple prompts and discussion.
- Calls for increased patient-impact in message of SIO activities and achievements, increased prioritization of patient awareness, and advocacy.
- Emphasis on focus to ultimately improve outcomes and quality of life (QoL) through innovative societal opportunities.
- Patients seen as ultimate, primary stakeholder.
- “Put care improvement at the forefront of their actions...” “became the global standard in interventional oncology”

Organizational Identity & Excellence

- Strongest response about what the community would lose if it lost SIO: *expertise*.
- Emphasis in discussion on building upon and protecting SIO’s current reputation – top quality expertise and high-quality excellence in work products.
- SIO is perceived as an engine of innovation, a premier advocate for IO, and a community of excellence.
- Boldly prioritize *expertise* and *high-quality* in everything we do, including programming, leadership, and staff outputs.
- The society is seen as an engine of innovation, a premier advocate for IO, and a community of excellence.
- Strong association with research leadership, education, **and** collaborative advancement.
- Recognition of culture: “fun, meaningful, proud,” “collaborative,” “mission-driven.”

Innovation & Infrastructure

- Creation of robust infrastructure to support full cycle of research development: early-stage research, PI training, and clinical trials.
 - Repeated calls for building a dedicated internal team and research personnel.
- Infrastructure priorities include: dedicated personnel, trial management, all-encompassing ‘center’ for lifecycle of research opportunities.
- Driving actions and evidence-based activities that “fundamentally change the course of cancer care” to include “minimally invasive therapies as SOC for all cancer types”

Strategic Alliances, Collaboration & Communication

- Improved communication about SIO’s impact in past and current activities.
- Prioritization of strategic collaborations and improvement in when/how to partner. Identification of strategic partnership list for specific programs vs collaboration on guidelines, etc. Improved identification of where to lead vs. support.
- Identify and recruit high-profile allies and partners (ASCO GI, ASCO, AASLD).
- Create an external engagement strategy to expand IO’s national and global footprint.

Financial Autonomy

- Continued dedication to unrestricted funding stream to reduce dependency on industry, diversity income, reach long-term reserve goals.
- Opportunity for philanthropic development, and new revenue models.
- Goal for independent research funding.

Key Takeaways, Future Board Discussions, and Possible Next Steps

Realign/Prioritize Patient-Centered Purpose in Strategy & Structure:

- Re-prioritize patient-awareness initiatives within SIO strategic focus areas and develop appropriate organization volunteer and staff support positioned for advancement.
- Elevate priority of ‘patient-impact’ in content development and strategic marketing opportunities as part of output of organizational deliverables (events, achievements, etc).
- Develop materials and partnerships that elevate IO visibility to patients and families.
- Define targeted organizational partnerships beyond pilot programming (AONN, CCF, CCA), possibly based in disease state.
- Include patient voices in future strategic planning, education, and storytelling.
- Most popular responses to ‘what should SIO start doing’ emphasized improvement on *patient-awareness connection & collaboration* at top replies.
- Clarify where *multidisciplinary collaboration* should be prioritized within SIO activities annually.

Buildout of ‘Research Office & Innovation Center’:

- Most popular response to ‘what should SIO scale’ emphasized clinical research/research structure/personnel.
- Buildout of research office that operates as a comprehensive engine for evidence generation and trial readiness — spanning early discovery to execution using lessons learned as building blocks:
 - Recommend the following divisions:
 - Preclinical Research Pipeline
 - ✓ Strategic grant program to identify and fund early-stage ideas with clinical potential
 - Basic research skill development
 - Protocol Methodology Development
 - PI Certification - CTC
 - Qualified Site Database - CTC
 - Trial Development
 - Trial Execution

Refresh Volunteer Structure (and staff accountability) & Communications:

- Utilizing feedback that began with Master Class Task Force, and reviewing against major priorities discussed in June, recommend re-alignment of some committee and task force efforts that better support SIO’s long term goals.
 - Recommend a 2026-2027 plan that considers alignment of refreshed strategic priorities and sustainable governance structure
 - Review volunteer expertise for disease project work or programming
- SIO staff to review key words, partnerships, and communication strategies to improve visibility of impact and achievements.

Develop Financial Autonomy Initiatives:

- Build a [suggested, 4-year] financial independence roadmap, incorporating unrestricted funding goals.
- Develop business modeling for philanthropic opportunities, rooted in patient-centered activities and goals.

Current 2025 Strategic Priorities

Priority
Focus
Areas

Innovation

Advance the levels of evidence in interventional oncology, supporting access to preclinical and clinical research efforts in collaboration with our industry partners.

Education

Identify and create learning opportunities designed to deliver high quality content through a variety of virtual or in-person platforms driven by SIO subject matter experts and industry partners, covering 100-300 learning levels.

Engagement

Build and sustain engagement with the diverse IO community of volunteers, members, industry, and complimentary societal relationships through direct partnership and outreach opportunities.

2025 Strategic Refresh Recommendation: Vision & Mission Statements – Approved 28 August 2025

The **vision statement** describes the long-term aspiration of the organization – the ideal future it’s working toward. It is *future-oriented*, answers the question ‘what change do we ultimately want to see in the world, and why do we exist?’. It is intended to be inspirational and ambitious.

The **mission statement** describes what the organization does, for whom, and how – the core purpose and operations of the organization today. It is *present-oriented* and answers the questions: ‘What do we do? Who do we serve?’ It is intended to be practical, focused, and actionable.

Vision Statement - Current: SIO exists to advance interventional oncology (IO) as the fourth pillar of cancer therapy alongside medical, surgical, and radiation oncology worldwide.

- **Approved Refinement:** *SIO aims to make a meaningful difference in the lives of cancer patients by establishing interventional oncology as an essential pillar of cancer care worldwide.*

[Optional Add/Additional marketing text: We are grounded in the belief that interventional oncology is ultimately about improving human lives. Behind every treatment, trial, and innovation are patients and families who deserve care delivered with dignity, compassion, and purpose. We are committed to putting people first, honoring the human experience at the center of our work, and carrying forward the responsibility to make a meaningful difference].

Mission Statement - Current: SIO’s mission is to advance interventional oncology by optimizing learning & development for all levels of interventional oncology practitioners and their medical team partners through education and research.

- **Approved Refinement:** *We seek to advance interventional oncology through research and evidence-based education that equip practitioners and multidisciplinary care teams to uphold clinical excellence, and through awareness that expands access and empowers patients to pursue life-changing treatment options.*

2025 Strategic Refresh Recommendation: Draft Values Statements Approved 28 August 2025

Organizational values are otherwise known as how an organization operates and **can serve** the organization in the following ways:

- Define culture: what's expected, respected, and rewarded within the organization regardless of leadership changes
- Guide decision-making: when facing tough choices, values act as a compass to align actions with what the organization stands for and prioritizes
- Communicate identity: help articulate what makes the organization distinct, both internally to members and externally to partners
- Support strategy: anchor strategic priorities and ensure that growth or change remains aligned with the organization's core principles

Organizational values **can be used** in the following ways:

- Onboarding and training: instill expectations for both volunteers and staff
- Leadership and governance: guide board decisions, leadership tone, institutional integrity, behaviors, and characteristics of those representing the organization
- Strategic planning – ensures goals and initiatives align with core beliefs, especially during periods of change or when evaluating new areas of work
- Crisis response: serves as a filter to help cut through confusion and guide difficult decision-making in line with the organization's identity, not individuals

SIO Values

Integrity: *We align intention with action — following through on our commitments, communicating with clarity, and acting in ways that build trust. We align our words with our work and make decisions that support the long-term best interests of our specialty and the patients we care for.*

Impact: *We focus our efforts on work that delivers measurable advancement in interventional oncology and meaningful progress in cancer care. Every initiative we pursue — from research to education to partnerships — is chosen for its potential to create lasting value, improve patient outcomes, and drive change in ways that matter and empower others to do the same.*

Excellence: *We uphold the highest standards of quality and expertise across all areas of our work — from research and education to organizational leadership. Our dedicated volunteers and staff embody this commitment, continuously advancing the field of interventional oncology through their knowledge, professionalism, and unwavering drive to raise the bar.*

Innovation: *We welcome bold ideas and challenge conventional thinking to drive the future of interventional oncology. Through open dialogue and a willingness to experiment, we foster a culture where innovation thrives — one that embraces change, invites diverse perspectives, and turns vision into action with creativity, care, and hope for the future.*

Collaboration: *We believe lasting progress is only possible when we lead together. By building bridges across our membership, societies, and disciplines, we forge relationships grounded in partnership, mutual respect, and shared effort — strengthening our community and shaping a more connected, impactful future for the field.*

2025 Strategic Refresh Recommendation: Strategic Priorities - *Approved 28 August 2025*

The **strategic priorities** are high level focus areas that define where the organization will concentrate its energy and resources that reflect your mission, vision, and values.

Research & Innovation <i>(Formerly Innovation)</i>	Knowledge & Practice Advancement <i>(Formerly Education)</i>	Community & Connection <i>(Formerly Engagement)</i>	Awareness & Influence <i>(New)</i>
<p>Strategic Priority Statement: Advance the clinical and scientific impact of interventional oncology by championing initiatives that generate high-quality evidence, accelerate innovation, and demonstrate interventional oncology’s value across the cancer care continuum. We collaborate with industry, academia, and multidisciplinary partners to drive research that informs guidelines, expands access, and elevates IO as a standard of care.</p>	<p>Strategic Priority Statement: Promote clinical excellence in interventional oncology through targeted education, skills development, and the dissemination and advocacy of best practices. We collaborate with and support the cancer care team and industry community to advance shared knowledge, elevate professional standards, and expand the impact of interventional treatments in cancer care.</p>	<p>Strategic Priority Statement: Strengthen a globally connected and inclusive interventional oncology community by cultivating a strategic professional network of members, partner societies, industry collaborators, and multidisciplinary care teams. SIO builds a unifying space that brings diverse voices together under a shared vision—fostering collaboration, shared purpose, and momentum for the future of IO.</p>	<p>Strategic Priority Statement: Elevate the visibility and impact of interventional oncology through strategic outreach, public education, and clear, credible communication. By increasing awareness among patients, professionals, and the broader oncology community, we aim to position interventional oncology as an essential, evidence-based discipline that improves lives and shapes the future of patient-centered cancer care.</p>
<p>Examples of Aligned Areas of Work:</p> <ul style="list-style-type: none"> • <i>Preclinical initiatives</i> • <i>Clinical Trials/initiatives</i> • <i>Research training, certification (CTC, Grant Methodology)</i> • <i>Qualified Site PI Database</i> 	<p>Examples of Aligned Areas of Work:</p> <ul style="list-style-type: none"> • <i>Master Classes / Specialty Programs</i> • <i>Physician & MDT education by disease state</i> • <i>Industry partner education</i> • <i>IO Essentials/Early Career Curriculum</i> • <i>NCCN guidelines</i> 	<p>Examples of Aligned Areas of Work:</p> <ul style="list-style-type: none"> • <i>Membership Communities/Chapters & Sections</i> • <i>Leadership succession</i> • <i>Societal Collaborations</i> • <i>MDT partnerships</i> 	<p>Examples of Aligned Areas of Work:</p> <ul style="list-style-type: none"> • <i>Patient Awareness Campaign & Education</i> • <i>Strategic Communications</i> • <i>Societal Collaborations</i> • <i>MDT partnerships.</i>



2026-2030 Strategic Plan Objectives – Approved 23 October 2025

The **strategic plan** is a structured roadmap that outlines objectives and actions needed to achieve the organization’s mission over a defined period of time – usually 3 to 5 years. Once priorities are defined, the plan outlines specific actions, timelines, and metrics under each to ensure measurable progress towards the organizational mission. It aligns people, resources, and initiatives around shared objectives to move the organization forward and with clear definition of key results and success definitions.

Research & Innovation

Strategic Priority Statement: Advance the clinical and scientific impact of interventional oncology by championing initiatives that generate high-quality evidence, accelerate innovation, and demonstrate interventional oncology’s value across the cancer care continuum. We collaborate with industry, academia, and multidisciplinary partners to drive research that informs guidelines, expands access, and elevates IO as a standard of care.

Objective 1: By 2029, establish the *SIO Office of Research & Innovation* as a central engine for IO evidence generation by building sustainable infrastructure, expanding trial readiness, and accelerating the translation of research into patient-centered care.

- *Key Result #1:* By December 2026, secure Board approval for a structured *SIO Trial Design & Governance Pathway* that defines how new trial concepts are advanced within the society. The framework will include clear volunteer ownership, board oversight, and identified resourcing needs, and will operate on a transparent 12-month cycle.
- *Key Result #2:* Develop a centralized trial readiness infrastructure (protocol development support, site qualification, investigator registry) with at least 225 certified investigators by 2027, expanding to 500 by 2030. Incorporate the *Clinical Trial Collaborative* network and certificate program and associated research educational programs within portfolio.

Objective 2: By 2030, position SIO as the leading society sponsor of multicenter IO clinical trials by completing existing studies and launching new ones that generate the evidence needed to expand patient access and establish IO as a standard of care

- *Key Result #1:* Achieve 100% enrollment of planned patient cohort for TRIBUTE Trial by August 2027.
- *Key Result #2:* Launch COMPLEMENT Trial, in partnership with CIRSE, by May 2026.
- *Key Result #3:* Disseminate trial findings from ACCLAIM through top-tier publications and global oncology forums by 2029.
- *Key Result #4:* Initiate at least one additional SIO-sponsored multicenter trial concept, complete with protocol development and fundraising business plan by 2028.

Knowledge & Practice Advancement

Strategic Priority Statement: Promote clinical excellence through targeted education, skills development, and best practices. We collaborate with and support the cancer care team and industry community to advance shared knowledge, elevate professional standards, and expand the impact of interventional treatments in cancer care.

Objective 1: By 2030, establish SIO as the global leader for IO education and skills development — delivering comprehensive, evidence-based training that advances clinical excellence and patient outcomes worldwide.

- *Key Result #1:* By December 2026, the newly established SPAC (approved August 2025) will complete its pilot year, assess its role in vetting evidence-based master class programs, and submit a proposal to the Board outlining its recommended scope and 2027 priorities.
- *Key Result #2:* By February 2028, transform IO Essentials into a year-round education program by assessing needs, defining priorities, and establishing a sustainable volunteer model.

Objective 2: By 2029, strengthen SIO's role as an advocate for IO best practices by shaping multidisciplinary education, guidelines, and knowledge dissemination across the cancer care continuum.

- *Key Result #1:* By September 2026, assess SIO's disease-state expertise and recommend how it can be integrated across multidisciplinary programs to strengthen alignment across the Society's initiatives, elevate best practices, and inform guideline participation.
- *Key Result #2:* By December 2028, define and pilot a review process with at least two multidisciplinary partner societies (e.g., ASCO, AASLD, AONN) to ensure IO expertise is incorporated into guideline updates or consensus statements relevant to interventional oncology.

Community & Connection

Strategic Priority Statement: SIO strengthens a globally connected IO community by uniting members, partner societies, industry collaborators, and care teams under a shared vision to advance collaboration and shape the future of the field.

Objective 1: By 2030, position SIO's role as the leading professional community for interventional oncology by deepening engagement, expanding participation within the membership, and delivering clear value:

- *Key Result #1:* Increase overall member engagement (measured by volunteer applications, section/chapter participation, membership renewal, and event attendance) by ~20 % year-over-year from 2026–2028. Seek to achieve minimum 75% YOY renewal rate of physician active membership type by 2030.
- *Key Result #2:* By December 2026, complete a formal evaluation of chapter and section development needs, including input from RMSS and other member groups, with recommendations for growth or restructuring, prioritizing strategic need for the Board's consideration of future membership segments.

Objective 2: By 2028, develop a mechanism for leading voices in IO to advise the Board on strategy, leadership priorities, and the society's long-term direction:

- *Key Result #1:* By August 2026, review a pilot framework for engaging IO leaders in strategic input and leadership development, and provide recommendations to the Board on how to integrate this model into future governance planning.
- *Key Result #2:* By August 2027, establish a leadership development framework that integrates mentorship and succession planning to build a sustainable pipeline for future SIO leadership.

Awareness & Influence

Strategic Priority Statement: Elevate the visibility and impact of interventional oncology through strategic outreach, public education, and clear, credible communication. By increasing awareness among patients, professionals, and the broader cancer community, we aim to position interventional oncology as an essential, evidence-based discipline that improves lives and shapes the future of patient-centered cancer care.

Objective 1: By 2029, establish SIO as a trusted source of information for patients and caregivers by building sustained communications strategies and launching a national patient awareness campaign that elevates IO as a treatment option.

- *Key Result #1:* Launch first board approved patient awareness campaign by May 2026 intended to reach patients and their caregivers. Metrics and return on investment will be evaluated by open/click rates, site visits, social media impressions, downloads and survey or recommended research.
- *Key Result #2:* Integrate *IO Awareness Week* into broader patient communications strategy that measurably increases patient and caregiver engagement with SIO content. Ongoing 2026 – 2028. Identify at least two (2) opportunities for patient-facing educational content annually.

Objective 2: By 2030, position SIO as the trusted voice for evidence-based interventional oncology by connecting cancer care teams, forging partnerships, and integrating IO into standards and education that advance patient care.

- *Key Result #1:* By August 2027, develop a framework for how SIO engages MDT partners (oncology, hepatology, radiation oncology, surgery, nursing, advocacy) in education, research, and guideline efforts. The framework will be informed by data collected from MDT engagement opportunities in 2026 (e.g., joint sessions, interviews, leadership feedback), ensuring that recommendations reflect partner needs, preferred modes of collaboration, and areas of greatest impact.
- *Key Result #2:* Achieve formal collaboration agreements with at least two MDT partnering societies by 2028. Partnership should be reflected in SIO-facing program opportunities, joint sessions at the SIO annual scientific meeting, research or whitepaper efforts, or other strategic opportunities. Agreements should reflect IO presence within partnering organization activities.