

You Make Your Path as You Walk

We have reached our Journal's last issue for this year, coincident with the end of my presidential term, and only a few of the so-called evidence-based conclusions can be drawn. Therefore, we will analyze a presidential term from the last three years, in which the presidential Society for one year has been left behind to give way to a "presidential team" made up of the elected president and the former president working together with the president-in-office from each year. This is one of the changes implemented. This allows for the development of corporate policies with at least three years for designing and delivering projects.

Also relevant has been the administrative, economic and financial restatement of the Society, including a change of people and systems carried out with all the respect previous administrations deserve.

In addition, through the tactical planning already discussed in this section of our Journal, we have set to work on strategic priorities, without abandoning the rest of the objectives the Society has been developing.

I recall our strategic objectives and their development:

1. The inclusion of the Journal in the Index Medicus: the Journal has been restructured, eliminating administrative work and allocating human and financial resources to support the effort. As for the best presentation option, it was decided to publish an additional issue written in English, which together with the joint effort, professionalism, ethical and academic level of the Journal team, has placed us in the best conditions. In addition, new elements for remote communication via webex have been installed.
2. Maximize the synergy between the Society and the Foundation: only one Manager has been appointed for both institutions, and both Boards are working together on the issues. Financial differences interfering with each other were canceled, and we are working on the legal aspect to see up to what extent we can join both organizations while maintaining their legal status.
3. Communication: we have worked with internal and external focus, facilitating more and better communication with members through newsletters, implementing the use of social networks and twitter. We hired a communications agency to professionalize this area even more, and a press agency that has achieved visible results during the Congress; and we are also working on a new website. In summary, a new area has been launched, and together with the Area of Instructional Resources (AIR), it will continue to engage actively in pursuing this goal.
4. Members: today, we have 4260 members actively engaged in our Society and we are working in health policies also for them. More members participated in the different areas and attended the Congress. We changed the venue of this event (it will continue to take place at La Rural) in order to organize this meeting according to the international state of the art, especially for those who have more difficulty attending international meetings. The result of this year's Congress was commented as highly positive by the members and the industry. Within the already mentioned framework of communication, we have included scientific communications that provide systematic information to members.
5. Staff professionalization: this is a slow process leading to the implementation of strategies. The staff of the Argentine Society of Cardiology (SAC) is the how, and the volunteer physicians are the what, and this goal will be achieved with the persistence of these policies. Initially, we can say that administrative registration is of a different quality, which allows getting information and predicting economic and financial issues. We have achieved a better financial position, allowing us to invest in the Journal, in communication, and -during the summer- in the building, though further effort is needed in the economic sector to achieve a stronger and more representative SAC.

This organization is a source of continuous learning, and reminds us –members of the Board of Directors – that our positions are not vested with authority but with responsibility.

It is from this position that we hope to achieve SAC's vision: "to be leaders in training and information on cardiovascular health."

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