

# EXECUTIVE POSITION PROFILE

## Director of Education



This search is being conducted by:

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# I. Opportunity

## Position Summary

The Director of Education is a senior staff level position that provides strategic and operational leadership and management for education activities of the American Society of Hematology. Reporting to the Chief Professional Development and Diversity Officer, this position ensures education activities are continuously evaluated and improved to maintain their relevance and value in furthering ASH's strategic direction. Further, this position assures appropriate links between education activities and related functions within ASH.

## Essential Duties and Responsibilities

### Education Activities

- Work with ASH leaders and staff to determine strategic plans for education activities, including live events (in person and online) as well as online and print education.
- Oversee development of the education content of:
  - ASH Annual Meeting.
  - North American Highlights of ASH meetings.
  - International Highlights of ASH meetings.
  - ASH Meeting on Hematologic Malignancies.
  - ASH Consultative Hematology Courses.
  - Other live events, webinars, and digital initiative focused on clinical education.
  - ASH Sickle Cell Disease Initiative efforts targeted to health care professionals.
- Drive implementation of the Education Roadmap, which seeks to expand the areas of competence in which ASH provides education to hematologists, including communication skills and procedural skills.
- Serve as staff liaison to the Committee on Educational Affairs, which oversees the Society's continuing education programs.
- Serve as staff liaison to the Program Committee, which organizes the entire ASH annual meeting, and the Annual Meeting education program co-chairs.
- Supervise department staff who support the Small Meetings Oversight Subcommittee, CME Accreditation Subcommittee, and planning committees for individual education activities.

- Identify and implement appropriate uses of emerging technologies for education delivery and apply adult education best practices.

### Collaboration

- Partner with Publications Department on the development of education products under its management (American Society of Hematology Self-Assessment Program; Hematology, the education program book) as well as international programs developed from the annual meeting (ASH Compact/Today and ASH Live Review).
- Partner with the Corporate Relations Department to identify and secure external support for education activities.
- Collaborate with the Information Technology Department and other internal stakeholders on the development and evolution of the ASH learning management system and related technologies.
- Partner with the Meetings Department to ensure excellent execution of ASH education meetings.
- Partner with Quality Improvement Department to bolster implementation of ASH clinical practice guidelines and other efforts through education activities.
- Collaborate with the Scientific Affairs Department to ensure compliance with the criteria for the CME programs under its management (small scientific meetings) and to ensure education programs reflect developments in the science of hematology.
- Partner with the Communications Department on the development of outreach and marketing strategies to support ASH's education programs.

- Strategize with Training Department on the development of approaches to help advance professional development for hematologists.
- Work with partner organizations to advance ASH's education mission.
- Maintain currency in the interpretation of and oversee compliance with current Accreditation Council for Continuing Medical Education (ACCME) criteria and standards and the development of strategies and processes to ensure ASH meets or exceeds the criteria for Accreditation with Commendation.
- Engage and stay current with appropriate external organizations to ensure ASH's CME programs are aligned with best practices and current trends (e.g. Accreditation Council for Continuing Medical Education; Alliance for Continuing Education in the Health Professions; Council of Medical Specialty Societies).

#### **Management – Staff, Volunteer, and Operational**

- Partner with volunteer leaders, staff, and vendors to achieve important results. Work to ensure appropriate succession planning in the leadership of education activities.
- Manage staff team and ensure the professional development of staff in the Education Department. Evaluate staff. Select new staff as needed.
- Develop and oversee relationships with vendors, consultants, and other extenders to implement ASH programs as needed.
- Establish and track quality measures for each education activity and determine appropriate modifications as needed.
- Assure that yearly operational and financial goals for each education activity are established, monitored, and achieved.
- Think creatively about new revenue opportunities as well as opportunities to reduce expenses.
- Balance strategic and tactical priorities. Ensure adherence to deadlines.

#### **General**

- Actively engage as a member of the Senior Staff team. Engage in regular and ad hoc discussions about cross cutting tactical and strategic imperatives. Participate in the four annual meetings of the ASH Executive Committee to engage in their discussions and present updates and program proposals as appropriate.

- Attend and support appropriate ASH activities outside of normal business hours.
- Other duties as assigned.

## **Qualifications, Knowledge and Skills Required**

- Minimum of 10 years of relevant experience is required, including (1) experience in directing the education and professional development of a medical society or health care organization and (2) the development of new education programs and products.
- Bachelor's degree required. Advanced degree strongly preferred.
- Current knowledge of clinician learning theory and practices and emerging technologies for education delivery to health care professionals required.
- Demonstrated experience leading and managing a staff team.
- Experience working with volunteer leaders within a professional association preferred.
- Ability to apply business and financial management as well as process and quality improvement principles to education activities.
- Capacity to work within and further a team environment as well as support the professional development of team members.
- Excellent communication skills including public speaking, writing, active listening, and synthesizing information from diverse sources when working with colleagues, members, and volunteers.
- Proven skills as a leader and manager including the ability to organize and execute multiple high-quality programs and activities on budget and according to established timelines.
- Demonstrated commitment to collaboration with internal and external constituents.

## II. Organizational Review

### About the American Society of Hematology

The American Society of Hematology (ASH) is the world's largest professional society of hematologists. Since that initial meeting in April of 1958, ASH has played an active and important role in the development of hematology as a discipline. For more than five decades, ASH has sponsored its annual meeting, the premier annual education and scientific event in the field of hematology, and has published *Blood*, the Journal of the American Society of Hematology, which is the most cited peer-reviewed publication in the field.

The Society's mission is to further the understanding, diagnosis, treatment, and prevention of disorders affecting the blood, bone marrow, and the immunologic, hemostatic and vascular systems, by promoting research, clinical care, education, training, and advocacy in hematology.

ASH is the world's leading provider of hematology education. The Society offers a wide array of education products and services for clinicians and scientists at any stage in their careers.

#### ASH Education Roadmap

In order to provide more comprehensive education opportunities, ASH has established an Education Roadmap, which will focus on expanding the Society's education portfolio by addressing learner gaps and needs. In developing these education offerings, ASH has been mindful of relevant core competencies, as defined by the Accreditation Council for Graduate Medical Education (ACGME), the American Board of Medical Specialties (ABMS), and the Institute of Medicine (IOM). The commendation criteria of ASH's accreditor, the Accreditation Council for Continuing Medical Education (ACCME), have also been considered to ensure the offerings are of the highest quality.

#### ASH Annual Meeting

ASH will hold its 60th Annual Meeting and Exposition over four days in December 2018 located in San Diego. As the premiere hematology event, the meeting provides attendees with an invaluable education experience and opportunities to network with 25,000 hematology professionals from every subspecialty.

#### ASH Academy

ASH Academy, is an eLearning platform of the American Society of Hematology. ASH Academy provides the most current practice tools, clinical support, and education products in hematology needed for every career stage. The resources provided by ASH Academy, developed by subject-matter experts, are designed to help physicians assess and improve their medical knowledge, engage in quality improvement activities, and earn maintenance of certification (MOC) points and continuing medical education (CME) credits. The American Society of Hematology is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

#### ASH On Demand

This multimedia platform offers convenient, on-demand access to a wide variety of online educational materials from the American Society of Hematology (ASH), including webcasts of ASH's live meetings and informative webinars. The site and catalog describe cutting-edge and clinically-relevant updates on hematology topics of interest.

ASH regularly hosts educational webinars that feature presentations by experts in the field, cover current information on how to best diagnose and care for patients, and provide time for speakers and participants to discuss relevant issues during a question-and-answer session. ASH webinars are offered live and recordings are archived on ASH On Demand. CME credit is available for certain webinars.

### ASH Consultative Hematology Course

The ASH Consultative Hematology Course (CHC) is an interactive, half-day program focused on non-malignant hematology and intended for clinical hematologists based in community practice in North America.

### ASH Meeting on Hematologic Malignancies

The ASH Meeting on Hematologic Malignancies features the top experts in the field, comprehensive clinical content, and the opportunity to interact with colleagues in an intimate, small-group setting with no competing sessions.

## Related Programs

ASH provides a variety of education awards, programs, and benefits to support hematologists in all stages of their careers.

- **Hematology, ASH Education Program**  
Hematology 2017, the ASH-SAP Education Program, provides an updated and comprehensive review of each of the topics covered in the annual meeting education sessions. <http://asheducationbook.hematologylibrary.org/>
- **ASH Self-Assessment Program, Sixth Edition**  
The ASH-SAP is a high quality educational product offering current information in the field of hematology for internists, hematologists, pediatricians, and hematology/oncology fellows. <http://www.ash-sap.org/>
- **Medical Student, Early Investigator, and Career-Enhancement Awards and Training Programs**  
Awards and training programs provided by ASH help to enhance knowledge, research, and expertise of early- and mid-career hematologists. [www.hematology.org/Awards/Career/](http://www.hematology.org/Awards/Career/)
- **ASH Medical Educators Institute**  
The ASH Medical Educators Institute develops future leaders in hematology education by providing a "boot camp" in teaching techniques, medical education scholarship, and career development. <http://www.hematology.org/Educators/>

## Staff Leadership

### Professional Development and Diversity

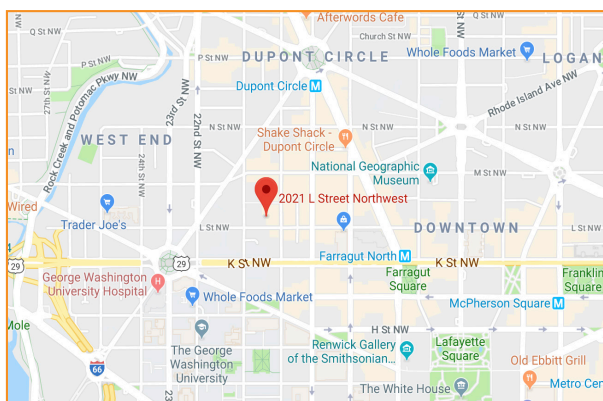
- **Charles Clayton**, *Chief Professional Development & Diversity Officer*

### Current Education Team

- *Senior Manager, Education Programs*
- *Education Programs Specialist*
- *Education Programs Coordinator*

## ASH Location

2021 L Street NW, Suite 900  
Washington, DC 20036



## Web Presence

[www.hematology.org](http://www.hematology.org)  
[www.ashacademy.org](http://www.ashacademy.org)  
[www.ashondemand.org](http://www.ashondemand.org)

## III. About Vetted Solutions

**Vetted Solutions** is a Washington DC based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community recruiting and consulting. We focus on CEO and senior staff positions.

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