

Strategic Plan 2014 to 2017

1) Executive Summary

The Society of Homeopaths is a not for profit professional membership organisation, voluntary register and regulator of homeopaths, setting and maintaining standards in the public interest. The Society made positive steps during 2013, delivering against set key strategic objectives. This plan sets out how the Society will focus its activities initially during 2014 and then through to 2017.

The Society from April 2014 will be governed by a Board of Directors, consisting of 6 RSHom members and 3 lay Board members, led by the Chair. The Board is responsible for the strategy and governance of The Society, delegating the day-to-day operation of the organisation to the staff team.

2) Background

The Society has a clear remit, and with strong leadership from the Board and the executive team is delivering against objectives and is respected within the homeopathic community. Looking ahead, the Society needs to develop its public focus, increasing patient involvement and lay representation within the organisation. At the same time, it needs to assist current members and attract new [members](#) and to maintain and develop its leading role within the profession.

3) Our vision - 'To see homeopathy accepted and established within modern healthcare'.

4) Our values

The Society aims to be a healthy and sustainable organisation, continually reviewing and improving our standards and processes in the best interests of the public and our members.

In all our processes and decision-making we are committed to being;

- inclusive
- transparent
- accountable
- responsive
- fair

5) Our aims, priorities and overall strategic objectives

The Society aims to promote the benefits of homeopathy to the public and ensure that people who have homeopathic treatment receive the highest level of care from our registered homeopaths.

To achieve this, the Society will focus on the following priorities;

- setting and developing the highest standards and values for education, registration and ethical practice
- supporting members with a range of membership services
- developing our patient focus
- encouraging members to contribute to the work of the organisation and the profession
- implementing a marketing strategy for the Society and homeopathy (where appropriate in conjunction with partner organisations)
- increasing the knowledge base for and about homeopathy and keeping the public informed about the evidence of its effectiveness

Taking each area in turn there are a number of priorities that the Society needs to take forward successfully during 2014. The next section seeks to identify these priorities:

Year one objectives: 2014

1. Promoting homeopathy, the Society and the RSHom brand

We will do this by

- promoting the professional standard of homeopathy delivered by the RSHom brand
- promoting the Society to potential members
- promoting Society recognised courses to potential students
- seeking to place items in the media promoting our members and homeopathy
- developing the Society's website and social media strategy to promote homeopathy and the RSHom brand
- increasing our marketing capability, resources and expertise
- keeping the public informed about homeopathy and the evidence for its effectiveness
- developing and maintaining a key stakeholder database ensuring regular engagement
- developing strategic partnerships

2. Maintaining and developing standards

We will do this by developing, maintaining and promoting

- the Society's course recognition process
- the Society's registration process
- the Society's individual route to registration
- the Society's professional conduct procedures
- our CPD support for members to complete and submit regular CPD records
- ensuring our standards are in keeping with expectations and requirements of the public
- Working closely with the Professional Standards Authority (PSA) to ensure [we meet](#) the requirements of the PSA accreditation process

3. Communicating with members and supporting their involvement

We will do this by

- holding local membership meetings, collating feedback and using it to inform future planning
- keeping members regularly informed about Society activity via the members area of the website, e-bulletins and enews publications
- developing and maintaining a Society profile on social media channels
- maintaining and developing our range of membership support services
- facilitating involvement by members in Society activity, e.g. through sub-committees and working groups
- being alert to new ways of communicating with and involving members

4. Engaging with the public and patients and providing up to date accurate information about homeopathy and the Society

We will do this by

- maintaining a patient focus group to gain feedback on processes, guidelines and marketing information
- ensuring the work of the organisation delivers a good quality of service to patients
- considering what additional procedures might be introduced to provide safeguards for UK patients
- providing up to date, accurate information for patients and the public via the website and practice leaflets
- including external representation on committees to represent patients and the wider public interest
- ensuring the conflict of interest policy continues to help protect the interests of patients

5. Collaborating with other organisations to promote homeopathy

We will do this by

- collaborating with other homeopathy organisations to protect and promote patients' right to choose homeopathy
- working with other homeopathy organisations to support new initiatives to promote homeopathy
- keeping in regular touch with other healthcare registers and organisations and developing collaborative relationships where appropriate
- using the homeopathy brand to promote homeopathy and the Society

6. Meeting the challenges

We will do this by

- working with other organisations to support our members' right to promote their practices honestly and fairly
- responding constructively to negative perceptions of homeopathy
- communicating the evidence base for the effectiveness of homeopathy
- ensuring that members are kept up-to-date with the latest research and current thinking in homeopathy
- exploring and monitoring future legislative implications relating to homeopathy

7. Ensuring the Society's financial stability

We will do this by

- setting membership fees to meet the Society's agreed commitments and objectives
- monitoring spending against the agreed budget for the year
- monitoring the best interest rates the Society achieves through ethical investments
- identifying and projecting appropriate financial implications for the Society and implementing the reserves policy
- identifying and taking necessary actions regarding risk management

8. Consolidating the review of our policies and processes

We will do this by

- completing and implementing actions and recommendations arising from the internal governance review
- implementing actions resulting from the revision of the Articles of Association
- [consider](#) introducing improvements recommended in feedback from the PSA
- monitoring and ensuring that the Society meets legal and legislative requirements in respect to policies and procedures

Years 2015 – 2017 – Advancing the Society's Role

The Society is a credible and respected organisation within the homeopathy profession and has played a leading part in the development of the collaboration of organisations working together to promote homeopathy. However, as this expectation increases together with an impact of a changing landscape it will mean that the Society will have to be creative, develop stronger relationships and develop robust planning.

1. Maintaining and developing standards

The Society will closely monitor and explore developments in healthcare regulation, the regulation of homeopathic medicines and changes in healthcare delivery in both the public, private and voluntary sectors. The Society will consult with members on any proposals the board considers will benefit protection of the public and the standing of homeopathy. We will do this by:

- maintaining contact with relevant organisations, including the government and appropriate agencies
- responding to relevant consultations
- regularly reviewing and revising the Society's professional standards as appropriate, in relation to external developments regarding regulation
- regularly reviewing and revising the Society's course recognition process, registration process, professional conduct procedures (where appropriate) and any CPD requirement which may have been introduced

2. Promoting homeopathy the Society and the RSHom brand

We will do this by:

- increasing the profile of the Society, building contacts across other health professions, official bodies, and other key stakeholders
- promoting the Society as the leading organisation regulating and representing professional homeopaths, to the general public, students and practitioners
- promoting the RSHom brand to the public, other health professionals and official bodies
- placing articles in the media to promote the Society, our members and homeopathy

3. Keeping the public informed about the evidence for the effectiveness of homeopathy

We will do this by:

- maintaining a focus on research, to provide reliable information for developing 'thought leadership' activity, for practitioners and to support evidence-based media activity

4. Collaborating with other organisations

We will do this by:

- setting aside funding for joint projects and initiatives, where relevant to Society objectives
- participating in cross organisational meetings when appropriate to do so

5. Membership support

The Society will continue to support local/regional members' groups and continue to support and develop services for members to position the Society as the leading provider of business support for members. The Society will encourage members and potential members to participate in the Society's various activities. We will do this by:

- organising local and regional meetings and encouraging member attendance
- consulting members on a range of issues, eg through use of online surveys
- working with other organisations to offer additional benefits to members
- increasing practice support information for members
- investigating the potential of using widely available technology (e.g. tele-seminars and/or webinars) to create more opportunities for members to engage in CPD

6. Monitoring long term financial and funding requirements for the Society

We will do this by:

- ensuring the Society is viable and financially stable
- reviewing income streams and funding requirements on an annual basis
- setting membership fees to meet the Society's agreed commitments and objectives
- monitoring spending against the agreed budgets
- monitoring the best interest rates the Society is getting through ethical investments

7. Meeting the challenges

The Society will work to create the conditions to advance the Society's role in homeopathy. We will do this by:

- implementing the strategic objectives within this plan
- having in place strong governance, scrutiny and regular reviews of progress
- engaging appropriate media, legal and professional support where necessary
- budgeting to employ staff, training/upskilling existing staff with the skills to respond to a changing environment
- having a number of well trained media spokespersons to call upon (in collaboration with partner organisations)