Strategy 2026 – 2031

British Society for Haematology

> The world of haematology is changing rapidly, creating new opportunities and challenges for our profession. This strategy reflects our commitment to ensuring BSH remains a society that supports its members throughout their careers, fosters meaningful collaboration, and provides the resources, networks and opportunities needed to help individuals and our wider community thrive. Together, we will be better placed to shape the future of haematology and improve outcomes for patients.



Dr John Ashcroft
BSH President

Foreword

This strategy builds on the success of our previous strategy which focused on four pillars of delivery:



Taking a holistic approach, we aim to position BSH as the go-to place for all things haematology in the UK.

Our Promise

- We will support you to find what you need whatever stage of career you are at and whatever your role on the multi-disciplinary haematology team.
- We will ensure our offer benefits the many and not just the few.
- We will work to give haematology the recognition it deserves.

Our Vision

To make the study and practice of haematology central to healthcare and ensure that, through training, research and support to our workforce, people have access to the highest standards of care and treatment.

Our Purpose

- **Connecting Community**
- **Championing Careers**
- **Catalysing Change**

across the whole haematology community.

We will do this supported by strong Society foundations and modern systems.

Goal 1

Connecting Community

We will support the haematology community to build strong connections and collaborate more effectively.

We will do this by:

- Creating opportunities for members to share interests and knowledge
- Providing access to networks, platforms, systems and initiatives
- Pump priming the potential to deliver skills

Developing cross sector partnerships

Actions we will take:

- We will build strong, sustainable commercial links with industry
- We will create partnerships and dialogue to further our influence over issues being faced within haematology
- We will lead where it is appropriate, support where relevant and signpost where others are more suited or resourced to lead

Goal 2

Championing Careers

We will attract and retain talent in haematology through evidence and motivation

We will do this by:

- Collecting and analysing data to create evidence and case studies
- Signposting and sharing opportunities
- Partnering with stakeholders to remove barriers to successful careers
- Identifying career pinch points and working with others to alleviate them

Actions we will take:

- We will focus on career stage support for our members
- We will provide support for our members to take control, e.g. train the trainer, a volunteer support framework, advocacy toolkits
- We will develop mentoring opportunities at each career stage

Goal 3

Catalysing Change

We will influence and improve the external environment so haematology can thrive and deliver better health outcomes

We will do this by:

- Leading the collective voice for the profession and equipping members to advocate
- Developing guidance and advice to maintain high professional standards
- Horizon scanning to help members adapt to legal, economic, environmental and professional challenges
- Tailored messaging to address priority issues

Actions we will take:

- We will work with our members to influence implementation of best practice and clinical standards
- We will ensure we share no numbers without stories and no stories without numbers
- We will build networks of champions and advocates

Enablers

To deliver to these goals we need to be a strong society, supporting our members and financially stable.

Actions we will take:

- We will deliver a membership model fit for today's workforce based on evidence from research
- Member benefits will be tangible and of value
- We will explore income diversification while ensuring sustainable spending and investment
- We will use evidence and data to target our members effectively and appropriately

The British Society for Haematology (BSH) has been bringing haematology professionals together since 1960 to transform the care our members provide to patients. With over 3,000 members worldwide, we are the largest UK haematology organisation and the only society to cover all aspects of the speciality.

British Society for
Haematology
Listening • Learning • Leading

British Society for Haematology
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