



INTERNATIONAL ECZEMA COUNCIL

IEC Strategic Plan Dashboard - 2023 Strategic Plan

Mission – Improve patient care by promoting research, education and best practices in treatment for atopic dermatitis in people worldwide.

Vision – Transforming the lives of people with Atopic Dermatitis

Anthem – We are a global community of leaders in Atopic Dermatitis research, treatment, and prevention.

Values – Patient Centered, Innovative, Evidence-based, Globally Inclusive, Collaborative, Forward Looking

Domain	1. Engagement & Growth	2. Awareness	3. Research	4. Education
Goal	Grow and strengthen relationships that support and engage the global IEC community.	Elevate the expert voice of IEC globally to improve outcomes for patients.	Expand IEC’s impact on the evolution of global, evidence-based knowledge in atopic dermatitis.	Magnify IEC’s thought leadership position in physician education by expanding content and delivery channels.
Objectives	Objective	Objective	Objective	Objective
	A. Expand our reach and build the IEC community.	A. Develop more strategic and deeper partnerships in the global atopic dermatitis ecosystem.	A. Become a convener of integrated research efforts.	A. Create educational content that corresponds to career stages (starting at early career).
	B. Identify global gaps in our membership and community and grow those areas.	B. Create meaningful communication channels including social media and develop "communities of common interest."	B. Expand investments in growing the next generation of researchers via expanding the IEC Fellowship support.	B. Create a more compelling return on investment for the physician community to participate in IEC educational opportunities.
	C. Create a more compelling return on investment for our industry community.	C. Embrace opportunities to elevate IEC's voice outside of the traditional Dermatology and Allergy audiences.	C. Attract novel ideas; expand manuscript activity; expand publication scope outside manuscripts to include white papers, position papers, etc.	
	D. Identify and offer more engagement opportunities.		D. Partner with our industry, association, and/or educational communities to create more project-related opportunities that will generate revenue for the IEC.	