



# Heart Rhythm Society Strategic Plan 2023-2026

**Vision:** To end death and suffering due to heart rhythm disorders.

**Mission:** To improve the care of patients by promoting research, education, and optimal health care policies and standards.

**Core Principles:** To provide the highest level of service and engagement opportunities to assist members in meeting professional needs and contributing to the EP community.  
To elevate communication efforts to ensure all stakeholders are well-informed of the positive impact HRS has on the EP community.

## Advocate for EP

To elevate awareness of the importance and impact of EP, HRS advocates on behalf of members and patients.

- Promote world-wide policies to support access to and growth of EP.
- Advocate for fair reimbursement for EP procedures.
- Provide HRS members with patient resources in multiple languages.
- Increase the number of HRS underrepresented members in leadership roles.
- Communicate HRS health policy activities and progress.
- Establish HRS as the curator of resources demonstrating the value of EP.
- Elevate the collective voice of HRS by maintaining our position as the premier society for EP practitioners and the preferred source for media.

## Drive Innovations

To address the critical need to accelerate EP solutions for patient care challenges, HRS drives innovation through exploration, discovery, and the exchange of ideas.

- Expand quality improvement initiatives.
- Leverage HRS journals to promote worldwide research discoveries.
- Raise awareness of digital health and medtech innovations using HRS platforms.
- Convene innovators to improve patient care.
- Address disparities in clinical trials and research.
- Invest in opportunities to collaborate, discover, debate, and publish research to advance the understanding and treatment of heart rhythm disorders.

## Advance Knowledge

To advance EP and arrhythmia care, HRS is the trusted, authoritative source of knowledge.

- Increase digital education product offerings.
- Provide career development education.
- Engage world-wide content experts.
- Leverage scientific and clinical documents to set the standards for patient care.
- Explore and enhance patient education resources.
- Produce premier in-person EP meetings. Champion the EP career path.