



SSO Launches a New Brand in 2019



The Society of Surgical Oncology is a dynamic global community of cancer surgeons shaping advancements in the profession to deliver the highest quality surgical care for cancer patients. SSO promotes leading-edge research, quality standards and knowledge exchange connecting cancer surgeons worldwide to continuously improve cancer outcomes. Our highly regarded educational events and resources inspire members and spur each cancer surgeon to grow, improve and thrive.

This is the promise we make to our members, supporters, partners and representatives across the healthcare profession. Our members in 70 countries embrace the values that have enabled cancer surgeons to continually expand their knowledge, refine their decision-making skills and drive better outcomes for patients.



New Brand Identity

SSO's new brand continues to stress our leadership strengths while promoting our open, inclusive and forward-thinking culture. We use the words "Leading. Together." to reflect our position as THE organization leading the surgical oncology profession as well as our continual efforts to lead members to increasing levels of achievement and excellence. It also highlights the vitality of our global community of cancer surgeons and our collective approach to new programs, new research, new solutions and new advancements.

SSO builds on our rich history with a new identity that encapsulates what we stand for. We're dynamic, progressive, inviting and innovative – and we're the go-to society advancing excellence for cancer surgeons around the world.

Building on a Heritage of Leadership

Since our founding in 1940, SSO has championed leading-edge education, research and quality impacting the full spectrum of surgical oncology and cancer care.

Education

SSO provides support and resources to help cancer surgeons at all stages of their careers strengthen their skills, increase their proficiency, and drive increasing levels of excellence in practice. Our Annual Cancer Symposium is recognized worldwide as the leading event that covers research developments, clinical trials, new technology, and future trends in cancer care and prepares cancer surgeons with evidence-based approaches to effective multidisciplinary surgical treatments, including surgical techniques and neoadjuvant therapies.

Research

SSO advances leading-edge research related to cancer treatment by connecting cancer surgeons to funding, presenting pioneering research at the Annual Cancer Symposium, and publishing high-quality cancer research in the *Annals of Surgical Oncology*. Additionally, the SSO funds lectureships, Clinical Investigator Awards, Young Investigator Awards, the Fellows Institute and various lectureships and research presented at the Annual Cancer Symposium to make a measurable impact on research for the profession.

Quality

SSO emphasizes quality measures and evidence-based outcomes by promoting research, providing educational resources, and collaborating on the development of guidelines that keep cancer surgeons on the leading edge of best practices for effective cancer care.

Most importantly, SSO helps surgeons evaluate the appropriate therapeutic treatment for each patient. We stimulate debate and collaboration and encourage members to broaden their perspectives for assessing therapeutic approaches. Through these candid conversations, we help our members make thoughtful decisions about specific treatments that improve patient care.

Fostering Collaboration and Exchange

SSO mobilizes a broad community of surgeons who strive to enhance patient care across all practice settings. We recognize that optimal patient care requires well-coordinated multidisciplinary teams where each participant serves a critical role. SSO members build, support and lead these teams to create skillful practices that drive better outcomes for patients.

Unique to SSO is our ability to attract cancer surgeons across the entire spectrum of disease sites. As a result, SSO members gain valuable insights that enable them to challenge assumptions, assess alternative treatments and make refinements to their own approaches to cancer care.

Equally as valuable, SSO members enjoy a high level of camaraderie by joining our global community of cancer surgeons. These lifelong relationships provide support to members – both professionally and personally – throughout their careers.

Distinguishing Values

What makes SSO unique? We've articulated 8 distinctive values that exemplify the ways we deliver on our brand promise:

- We mobilize a community of cancer surgeons
- We are committed to excellence in training and practice at every stage of cancer surgeons' careers
- We foster lifelong relationships among peers
- We emphasize quality outcomes
- We promote leading-edge research
- We help our members build, support and lead multidisciplinary care teams
- We exchange best practices across surgical oncology subspecialties
- We help surgeons evaluate the appropriate therapeutic treatment for each patient



SSO Leadership

SSO is governed by a Board-level Executive Council. In 2019-2020, Executive Council members include:

David L. Barlett, MD
President

James R. Howe, MD
President Elect

Douglas S. Tyler, MD
Vice President

Kelly K. Hunt, MD
Secretary

Sandra L. Wong, MD, MS
Treasurer

Armando E. Giuliano, MD
Immediate Past President

Kelly M. McMasters, MD, PhD
Past President

Peter J. Allen, MD

Genevieve M. Boland, MD, PhD

Keith A. Delman, MD

Ronald DeMatteo, MD

Tari A. King, MD

Kevin K. Roggin, MD

Masaki Mori, MD, PhD

Margo Shoup, MD

Jennifer F. Tseng, MD, MPH

Tracy S. Wang, MD, MPH

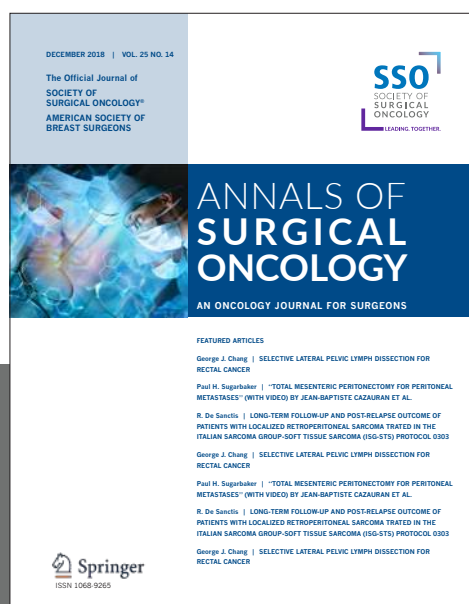
Jonathan Zager, MD

M. Eileen Widmer, CAE, CFRM
Chief Executive Officer

Committees

- Breast Disease Site Work Group
- CME/CPD Committee
- Colorectal Disease Site Work Group
- Constitution and Bylaws Committee
- Corporate Relations Committee
- Diversity and Inclusion Advisory Board
- Education Council
- Endocrine/Head and Neck Disease Site Work Group
- Finance Committee
- Gastrointestinal Disease Site Work Group
- Hepato–Pancreato–Biliary Disease Site Work Group
- International Committee
- Local Arrangements Committee
- Melanoma Disease Site Work Group
- Membership Committee
- Membership Committee–Community Practice Surgeons Subcommittee
- Nominating Committee
- Peritoneal Surface Malignancy Disease Site Work Group
- Publications Committee
- Quality Committee
- Regional Cancer Therapies Committee
- Research Committee
- Sarcoma Disease Site Working Group
- Scientific Program Committee
- SCORE Committee
- Surgical Oncology Program Directors Committee
- Training Committee
- Training Committee – Breast Program Directors Subcommittee
- Training Committee – Fellows and Young Attendings Subcommittee





Annals of Surgical Oncology

Annals of Surgical Oncology (ASO), the official journal of the Society of Surgical Oncology (SSO) and the American Society of Breast Surgeons, publishes advances in research and education directly relevant to the provision of surgical and multidisciplinary care of patients with cancer. A leading peer-reviewed journal in Oncology and Surgery, ASO features original articles on the latest advances in oncology for cancer surgeons from all specialties.

The mission of ASO is to: 1) disseminate high quality clinical and translational cancer research, review, and expert opinion/commentary articles; 2) represent and advance the profession of Surgical Oncology throughout the world; 3) promote high quality multidisciplinary patient care worldwide; 4) improve global cancer surgery education and training; 5) promote diversity in all of its endeavors.

The Editor-in-Chief is Kelly M. McMasters, MD, PhD.

6,751,803
article downloads
from 2005–2018

5-year 2017
Impact factor:
4.141

More than
10,500
worldwide
institutions
access ASO online

2,668
average number of
articles accessed
every day in 2018

2,628
peer reviewers
in 2018

Most Cited
surgical oncology
journal

More than
7,859
manuscripts published
from around the world
from 2005–2018

SSO 2018 – 2020 Strategic Plan

ADVANCING THE MISSION – INCREASING ENGAGEMENT – OPTIMIZING RESOURCES

| | |
|------------------------------|---|
| Annual Symposium | <p>GOAL: Reimagine the SSO Annual Cancer Symposium</p> <p>OBJECTIVE: Introduce a new meeting experience that is dynamic, progressive and constructive for all cancer surgeons.</p> <p>DELIVERABLE: Meeting enhancements for SSO 2018 and SSO 2019 and a completely new experience for SSO 2020</p> |
| Membership | <p>GOAL: Develop a membership that is inclusive of all cancer surgeons from around the globe.</p> <p>OBJECTIVE: Ensure a welcoming environment that fosters meaningful engagement, sense of community and recognition.</p> <p>DELIVERABLE: Growth of a diverse membership and new engagement opportunities</p> |
| Global | <p>GOAL: Advance the awareness and impact of surgical oncology worldwide</p> <p>OBJECTIVE: Improve access to surgical oncology education by enhancing collaborations with SSO Partner Societies</p> <p>DELIVERABLE: Enhanced SSO brand exposure on the global stage via global curriculum and international funding support</p> |
| Education | <p>GOAL: Support career-long education, recertification and quality patient care</p> <p>OBJECTIVE: Utilize ExpertEd@SSO to deliver new educational programs, leverage Annals of Surgical Oncology for program content and maintain ACCME accreditation with commendation</p> <p>DELIVERABLE: 50 new online learning programs; continued status as ACCME accredited with commendation</p> |
| Brand | <p>GOAL: Develop an inclusive brand image that articulates the mission and values of the Society to the diverse spectrum of cancer surgeons</p> <p>OBJECTIVE: Define the value of SSO and foster relationships with cancer surgeons that is based on an understanding of needs, transparent communications and awareness of SSO benefits</p> <p>DELIVERABLE: A progress and welcoming brand image that is meaningful to all cancer surgeons and increased awareness of all SSO programs and services</p> |
| Organization Vitality | <p>GOAL: Responsible and flexible infrastructure</p> <p>OBJECTIVE: Efficient delivery of member programs and services through investment in technologies and infrastructure services</p> <p>DELIVERABLE: Enhanced operating structure and equipment utilization to maximize opportunities across the organization</p> |

STRATEGIC PLAN SUCCESS FACTORS



Reimagined Annual Meeting Experience



Membership Inclusive of All Cancer Surgeons



50 New Online Learning Programs



Welcoming Brand Image that Maintains Brand Heritage

SSO on Social Media



Contact Information

Society of Surgical Oncology
9529 W. Bryn Mawr Avenue, Suite 870
Rosemont, IL 60018
Phone: 847.427.1400
www.surgonc.org

Media Support

Karen Araujo, MA
Director of Marketing
847.427.1400 x. 113
karenaraujo@surgonc.org