

# Let Us Know What You Think

Welcome to The AATB Tissue Times!  
Find out more about our strategic plan and upcoming mandatory survey.

Dear AATB members,

Welcome to The AATB Tissue Times!

You spoke and we listened. Your feedback led us to develop this quarterly update to enhance our communications with you. But the improvements won't stop here – we want to continue hearing from you! Please email us at [aatb@aatb.org](mailto:aatb@aatb.org) to tell us how you think we're doing.



On a larger scale, we finalized our three-year strategic plan with the AATB's board of governors at our April meeting, and in the coming months we will send out the National Tissue Recovery through Utilization Survey (NTRUS) to gather updated national tissue data from accredited institutions.

The strategic plan's three key components include:

- Improve professional development opportunities. To begin, we will evaluate our annual meeting for relevance, accessibility, and affordability, as well as create and enhance training resources.
- Expand communications to increase engagement. We will assess, and possibly amend, our mission, vision, and values; communicate our value proposition and purpose; and review and analyze our communications tools. (This e-newsletter is a result of this initiative.)
- Strengthen advocacy efforts in innovation and research, and in regulation and legislation. We will prioritize research projects based on industry needs; explore ways to promote and enhance the use of allografts in the overall health care continuum; proactively address regulatory changes that could threaten the tissue banking profession; and work to enhance opportunities and mitigate potential threats to tissue banking through legislative affairs.

NTRUS will be sent to Management with Executive Responsibility (MwERs) at accredited institutions by the end of the summer to document all aspects of tissue banking, from recovery to acquisition, including processing, storage, distribution, and disease testing. The goal of the survey is to generate estimates of tissue recovery through donation across the U.S. from 2012 and 2015.

Accurate data will be critical as we continue to frame the value of tissue banking for regulators, legislators, donors, recipients, and the public.

Cordially,  
Frank Wilton  
President & Chief Executive Officer