



World Sleep Society Strategic Plan Framework 2025

Approved by the Governing Council of World Sleep Society
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Strategic Issues

The following characterizes the most substantial issues identified by participants during the strategic plan discussions. These issues inform the World Sleep Society's Strategic Goals.

Each area provides information on the specific challenges and areas for development facing the World Sleep Society, offering a foundation for strategic planning and action.

Public Awareness and Education

Public awareness of sleep health faces barriers such as misinformation and a lack of credible resources. Efforts to educate the public, patients, and families should build foundational understanding, using public health campaign strategies seen in smoking cessation and exercise promotion.

Research and Evidence Gaps

Research linking sleep health to broader health outcomes is incomplete, limiting its integration into policy and practice. Demonstrating the impact of sleep on other healthcare conditions is essential for advancing public health and advocacy efforts. Translating research findings into actionable governmental and stakeholder policies remains challenging. Lack of validation allows for misuse of sleep treatments without sufficient evidence, conflicting evidence, conflicts of interest, or commercial bias.

Technology and Artificial Intelligence

Innovations such as wearables, telehealth, and AI offer opportunities to improve diagnosis, treatment, and access to care. However, lack of validation for many tools and devices raises concerns about data credibility and the profession's reputation. Regulatory frameworks, reimbursement models, and telehealth infrastructure must evolve to support responsible technology adoption.

Training and Professional Development

Insufficient training opportunities hinder the growth of a skilled and diverse sleep medicine workforce. Disparities in professional education hinder accurate diagnosis, treatment, and referrals in sleep medicine. Lack of standardized approaches to diagnosis and treatment affects care quality and professional credibility. There is a need for standardized training or curriculum for sleep health professionals.

Globalization and Networking

Challenges in coordination and inclusion across disciplines and regions restrict the development and adoption of global standards. Multidisciplinary collaboration offers opportunities for innovation but requires significant resources and effort.

Advocacy and Policy Development

Translating research and securing funding for sleep health initiatives are key advocacy priorities. Collaboration with global organizations and policymakers, such as the WHO, is essential to advance the impact of sleep medicine.

Access to Care

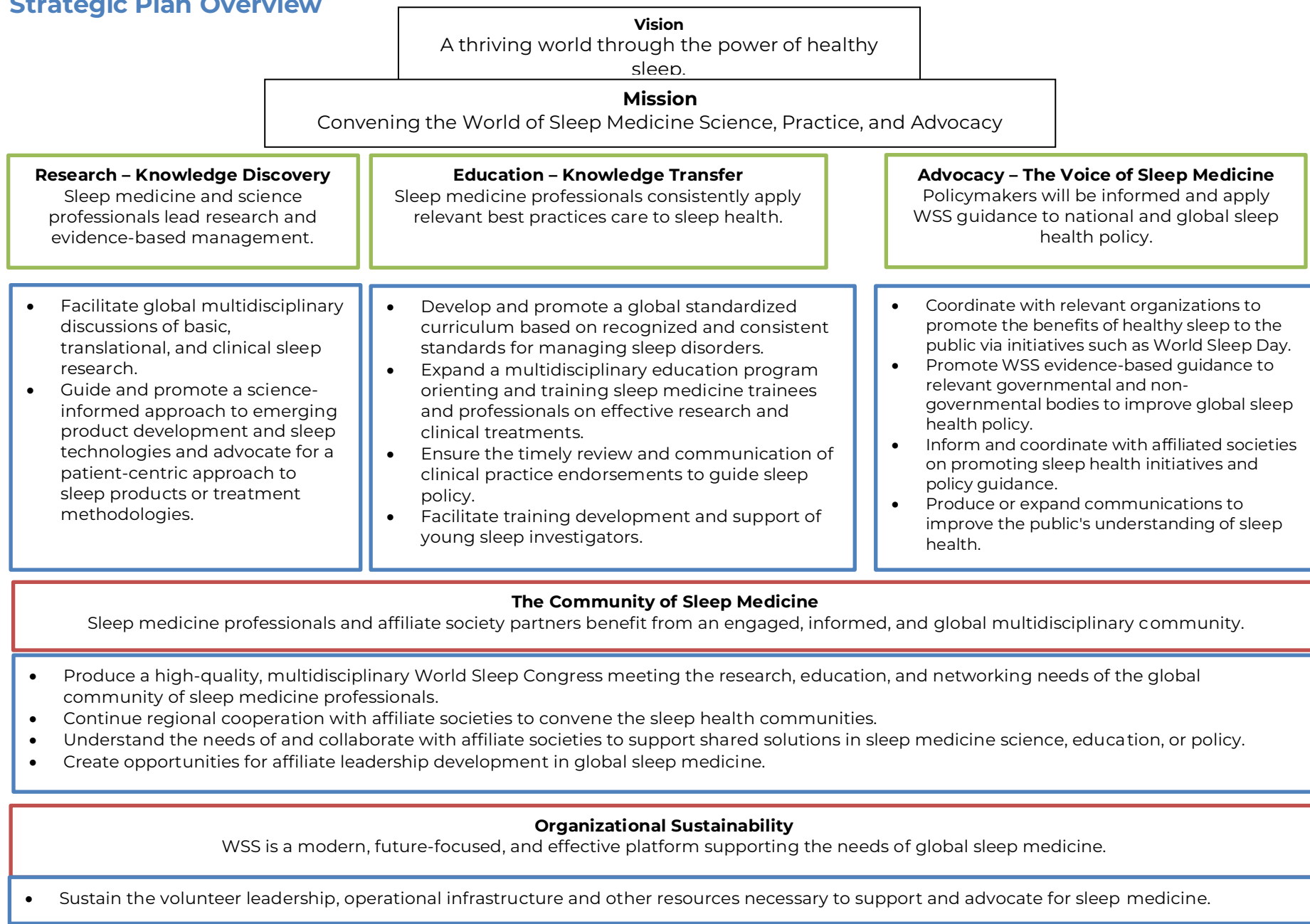
Technology and telehealth can address access disparities but require proper validation, regulatory frameworks, and equitable reimbursement models. Payment models influence care distribution, with public payor systems and fee-for-service arrangements creating challenges. Improving access in underserved areas requires addressing telecommunication infrastructure and licensing portability challenges.

Strategic Goals

The following characterizes the most essential World Sleep Society strategic goals identified by participants in the strategic plan. These goals were used to guide the creation of strategies and corresponding strategy goals.

- **Credibility:** Strengthen professional credibility by establishing WSS as a leading global authority in sleep medicine.
- **Competence:** Advance professional competence by expanding education and training opportunities for sleep medicine practitioners worldwide.
- **Evidence-Based Practice:** Promote evidence-based practice by developing and disseminating guidelines that translate research into actionable clinical and policy recommendations.
- **Multidisciplinary Platform:** Expand multidisciplinary convening efforts to facilitate global collaboration among researchers, practitioners, policymakers, and allied societies.
- **Bench to Bedside:** Narrow the gap between scientific discovery and clinical implementation to enhance the application of research to practice.
- **Global Voice:** Elevate professional advocacy by aggregating the global voice of sleep medicine to influence policy and public health initiatives.
- **Sustainability:** Ensure association sustainability by positioning WSS as a globally inclusive and impactful organization.

Strategic Plan Overview



Strategic Plan Detail

Vision and Mission

Vision

A thriving world through the power of healthy sleep.

Mission

Convening the World of Sleep Medicine Science, Practice, and Advocacy

Research

Strategic Goals

Sleep medicine and science professionals lead research and evidence-based management.

Strategy Descriptions

- Facilitate global multidisciplinary discussions of basic, translational, and clinical sleep research.
- Guide and promote a science-informed approach to emerging product development and sleep technologies and advocate for a patient-centric approach to sleep products or treatment methodologies.

Education

Strategic Goals

Sleep medicine professionals consistently apply relevant best practices care to sleep health.

Strategy Descriptions

- Develop and promote a global standardized curriculum based on recognized and consistent standards for managing sleep disorders.
- Expand a multidisciplinary education program orienting and training sleep medicine trainees and professionals on effective research and clinical treatments.
- Ensure the timely review and communication of clinical practice endorsements to guide sleep policy.
- Facilitate training development and support of young sleep investigators.

Advocacy

Strategic Goals

Policymakers will be informed and apply WSS guidance to national and global sleep health policy.

Strategy Descriptions

- Coordinate with relevant organizations to promote the benefits of healthy sleep to the public via initiatives such as World Sleep Day.
- Promote WSS evidence-based guidance to relevant governmental and non-governmental bodies to improve global sleep health policy.
- Inform and coordinate with affiliated societies on promoting sleep health initiatives and policy guidance.
- Produce or expand communications to improve the public's understanding of sleep health.

The Community of Sleep Medicine

Strategic Goals

Sleep medicine professionals and affiliate society partners benefit from an engaged, informed, and global multidisciplinary community.

Strategy Descriptions

- Produce a high-quality, multidisciplinary World Sleep Congress meeting the research, education, and networking needs of the global community of sleep medicine professionals.
- Continue regional cooperation with affiliate societies to convene the sleep health communities.
- Understand the needs of and collaborate with affiliate societies to support shared solutions in sleep medicine science, education, or policy.
- Create opportunities for affiliate leadership development in global sleep medicine.

Organizational Sustainability

Strategic Goals

WSS is a modern, future-focused, and effective platform supporting the needs of global sleep medicine.

Strategy Descriptions

- Sustain the volunteer leadership, operational infrastructure and other resources necessary to support and advocate for sleep medicine.