

BIR Strategy (2026 – 2028)

What makes us different is not just our history. It is our ability to keep looking forward.

Founded in 1897 as the world's first radiological society, the BIR has been at the forefront of innovation for over 125 years. From the earliest X-rays to today's most advanced technologies, we have always pioneered leading the way.

We are the only organisation where the full imaging and oncology community comes together side by side to collaborate, learn and grow. Our unique mix of legacy, vision, and multidisciplinary connection creates a space that is as inclusive as it is impactful.

What we value

We value people - their curiosity, their commitment, and their drive to make a difference. At the heart of the BIR is a strong sense of community, where every member is equal and every discipline is respected.

We champion multidisciplinary collaboration across roles and encourage knowledge sharing, lifelong learning, and discovery through research and education. Together, we create a space where insights are uncovered, careers are advanced, and progress in healthcare becomes possible through connection, not competition.

We will take a value-based approach to our strategy, ensuring that every priority, decision and action clearly contributes to meaningful impact for our members, partners and our wider community. By focusing on the outcomes that matter most, we will allocate our time, resources, and energy where they deliver the greatest value.

We're ready for the future

The world of imaging, radiation oncology and medical physics is evolving rapidly and with it, the needs and expectations of the professionals who work within it. At the BIR, we believe we have a vital role to play in shaping that future for the better.

Through education, events, cutting edge research, and collaborative networks, we enable our members to connect, grow and lead. We champion innovation, support scientific development, and empower our members to make a meaningful and lasting impact on their careers, the profession, and patients around the world.

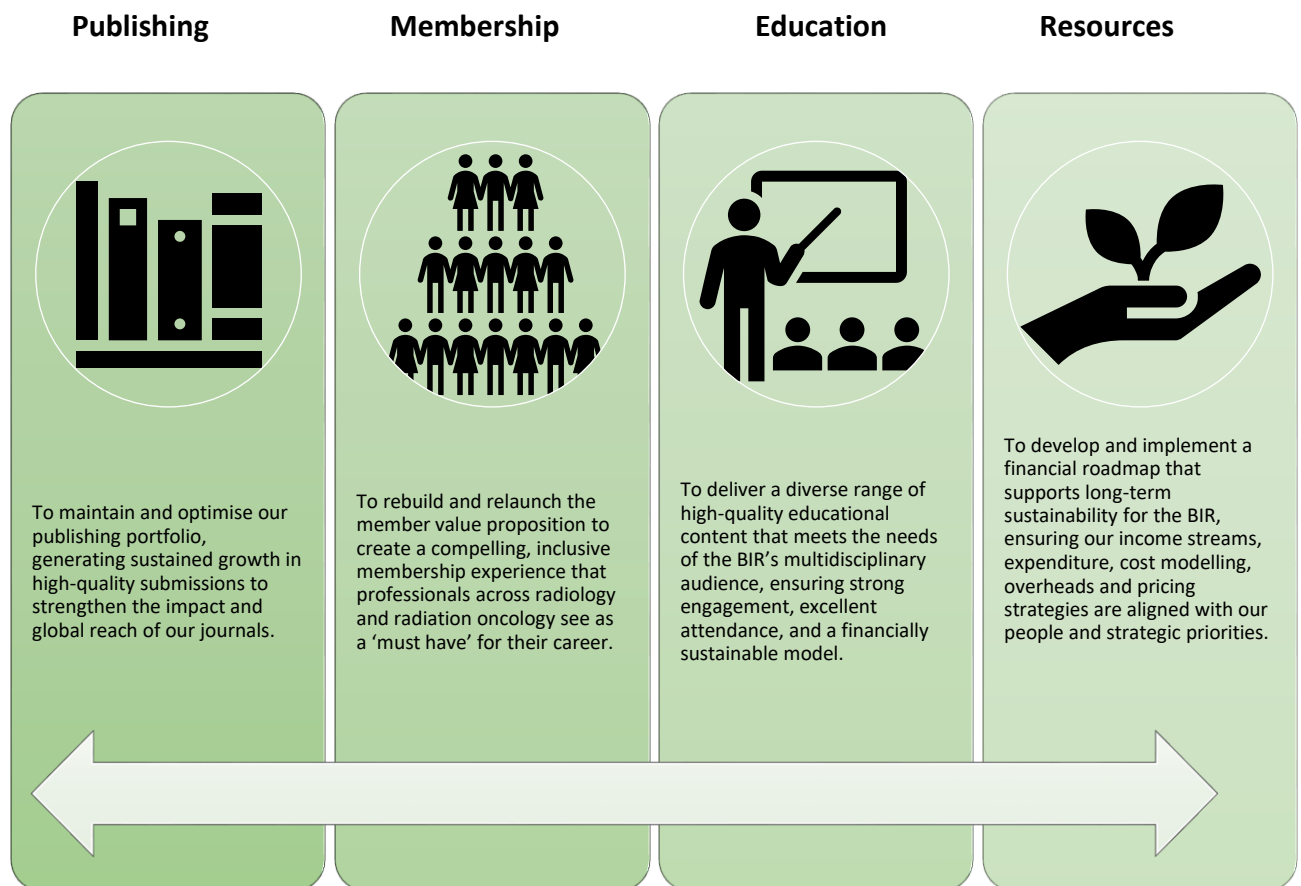
At our heart, we are building an ever-growing, progressive community that values every voice, encourages knowledge sharing, and drives the future of imaging and radiotherapy forward.

Strategic vision

Our strategic vision is to position the BIR as a globally recognised multidisciplinary community that drives innovation in imaging and radiotherapy, delivering knowledge and education that translate into better patient care.

Our Plan

Despite the external challenges and new and increasing demands on radiology and radiation oncology, this is undoubtedly an exciting time, full of opportunity. It's exactly the right time for BIR to rise to the challenge, refresh our approach and commit to an ambitious programme of activity. Our plan is built around four strategic pillars –



Each strategic pillar will be underpinned by five core elements, which will operate across and integrate all aspects of the strategy.

